# PRINTERS'

A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

Vol. CXXXVI, No. 10 New York, September 2, 1926

10c A Copy

B. A. I. S. 1922 with N. W. Ayer & Son

# "She liked him until she saw his hands"

IF YOU were being nice to her and still she didn't like you, and if you saw an advertisement with the above caption, wouldn't you read it?

Or if you were a sweet, young duchess, "temporarily taking dictation" from an old curmudgeon and thinking about Tom, Dick or Harry as a side line, wouldn't it stop you to read, "If she could leave her hands at home I'd take her"?

Personality advertising is having its fling. Schnefel Bros., Inc., Newark, N. J., makers of La Cross Manicure Implements — purely personal products — have perhaps more reason to use it than some others. "Why not?" said Schnefel Bros. "There isn't any 'because,'" said we.

So La Cross advertising was shaped and buffed to awake a nation-wide nail-consciousness. A part of it is sending boy-friends and young duchesses into drug stores and department stores for La Cross nail files, cuticle scissors and such. Another part is suggesting complete de luxe La Cross sets to those who want and those who give the best.

Yes, thank you-it is succeeding admirably.

### N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK

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"Circulation," when it is Free distribution, is often akin to ordinary "Circularizing," as far as the recipient is concerned.

### **IMPORTANT BUYERS**

# All Lines — Everywhere — Buying Every Product order and pay for this

### SUPERIOR PURCHASING GUIDE

Its "Circulation" consists very largely of "Subscribers."

No matter what your product, this Register would often present your sales message to the right man at the right moment;—many times when you would not come to his attention at all, if your sales message is not in the Register;—our users rarely look elsewhere.

The only "Paid" circulation work of its kind.



It aims at 100% completeness, regardless of advertising. That is why

> BIG BUYERS Prefer it.

A.B.C. MEMBER (THE ONLY ONE)



### 2300 Advertisers Use 7432 Spaces

Most of them use "Keys" and know what they get

Space costs for only one issue a year, but continues as effective throughout the year as if repeated every week or every month.

THOMAS PUBLISHING COMPANY, 461 Eighth Ave., NEW YORK

## PRINTERS' INK

Issued weekly. Subscription \$3.00 per year. Printers' Ink Publishing Co., Inc., Publishers, 185 Madison Avenue, New York, N. Y. Entered as second-class matter June 29, 1893, at the post office at New York, N. Y., under the Act of March 3, 1879.

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NEW YORK, SEPTEMBER 2, 1926

### Labor Will Co-operate to Eliminate Waste

The Viewpoint of the American Federation of Labor on Good Management and More Effective Distribution

An Authorized Interview by Chester M. Wright with

#### William Green

President of the American Federation of Labor

With labor in other parts of the

world inquiring into strange philoso-phies and questioning the existing

social system, it is interesting to dis-cover what headway some of their

cover what headway some of their imported ideas have made among the millions of American wage carners. PRINTERS' INK is glad to be able to present to its readers the view-point of the American Federation of Labor in the form of an authorized interview with its president, William Green. The man who succeeded Samuel Geometry. is a former coal

Samuel Gompers is a former coal Samuel Gompers is a former countries, and in miner. He has risen to the presidency of the labor organization through all the intermediate stages. His views upon the importance of good management, his frank avowal of a desire to co-operate with pro-

gressive management for the elimina-tion of waste, his recognition of joint responsibility for the profits upon which both wages and dividends de-pend, make this an important article

for every executive.

"EMPLOYEES and employers and all of us must see and realize that wages and profits both come out of the same industry and that they cannot come from any other source. And neither can get out what is not put in."

That is what William Green said to me in a long talk the other day. I think it is a sentiment which every man who is proud of this naindustrial tion's prosperity and its future will be glad to hear.

We in America have got to work, faithfully, work together.

We Americans -all of us-accept the present order of things and we had better learn how to make it work at its best.

We, workers and employers, must continue to live together and we had better learn how to do it with the best possible results.

We have got to face ideas and we have got to face facts and conditions and we had better do so and learn to use the knowledge that

this during process.

We Americans—workers employers - had better practice that fairness which we like to regard as typically American; we had better understand the rights of each and respect those rights.

We will do well to use our reason in all things-and if we do not use our reason there is not much hope for us.

If we do use our intelligence and our reason. if we have a regard for the rights of all, individually and in groups, if we can establish good faith and then perform in all things faithfully, the heights are for us and we shall climb and climb

to better and better things, material and spiritual.

I came away from my talk with William Green, president of the American Federation of Labor, with that sort of a vision in my mind. He filled me with that sort of a creed. It is the spirit that emanates from him.

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William Green has for just about a year and a half been president of the American Federation of Labor. Before that he was secretary-treasurer of the United Mine Workers. Before that he was a miner. He worked for long years down where there is no clamor of hurrying civilization and there he learned to think carefully and without undue haste.

It is said of William Green that no ripened conclusion to which he has come after mature thought and study and to which he has set his seal of finality has ever been successfully challenged. When he gets a thing thought through he is, therefore, at least in the view of his friends, quite likely to be pretty solid. And he will not express a final and flat opinion until he is satisfied that he has thought a thing through.

All over the world—in every large country except the United States—labor, or a considerable part of it, is challenging the existing order, determined to bring it down, to destroy it, to crush or bend it into something Utopian, something out of dreamland.

"With us," said the president of the American Federation of Labor, "the existing order is accepted."

The overwhelming importance of such a flat-footed declaration does not impress most employers as it should, because there is abroad such pitifully inadequate information about the labor movements of other countries, their frequently savage philosophies and the extent to which they have carried away great masses of workmen whose thought is much more centred on "the revolution" than it is on getting work done and making things work better today.

"The first big point in my mind is that we accept the existing order," he went on, "and that, this being so, employees and employers must go on working together. All of us may as well make up our minds that we have to go on working together. It is a fact. We must accept it and if we accept it and understand that there is no use thinking of the situation in any other way, we shall begin to get on better.

"My second thought inevitably is that American industry cannot be successful if there is any notion of exploitation in the hearts or minds of either wage earners or employers. If either of these feels that there is exploitation at the hands of the other, industry will certainly pay the penalty. I mean that there must be no sense of injustice by either at the hands of the other.

"Employers must feel that they are dealt with fairly, that their fundamental rights are recognized, that they are not made the victims of unfair practices. Employees must feel that their rights are recognized honestly and honorably, that their treatment in wages and working conditions is fair and that they are not in any way hood-winked or brow-beaten.

"Third, employees and employers and all of us must see that wages and profits both come out of that industry and that they cannot come from any other source. And neither can get out what is not put in."

Here I put a frank, blunt question. "There are many men," I said, "who will say that this sounds well, but is this merely doctrine, or is it a policy that is getting into practice; and what is being done to spread the practice?"

"The workers are beginning to see the situation in a new light," he went on. "We are not deluding ourselves into the belief that it is generally accepted. There must be education on both sides. But that is the direction and more and more the footsteps are being turned that way, because it is the right way. The right way always wins out because no wrong way can long stand up against it. "There is the B, & O. Plan, as

"There is the B. & O. Plan, as it is called, now spreading to the Canadian lines, to the Milwaukee Road, to the Virginian. There is the well-known example of the garment industry in Cleveland. And I know from reports and letters and personal talks that this same thing, this business of getting together on a more intimate. co-operating, co-working basis, is going on in all manner of shops,

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# A SUMMER MENU of food client products

As recommended by Miss Amy Smith of our Domestic Science Department



#### Breakfast

Sunsweet Prunes
Shredded Wheat Biscuit
Broiled Beech-Nut Bacon Muffins with California
and Golden State Eggs
Folger's Golden Gate Coffee
with Borden's Condensed Milk

#### Luncheon

Cream of Tomato Soup—made of Del Monte Tomato Sauce and Borden's Evaporated Milk Beech-Nut Prepared Spaghetti Del Monte Salmon Hot Corn Bread with Golden State Butter California Canned Asparagus Beech-Nut Biscuit Dainties Del Monte Peaches Folger's Golden Gate Tea (Iced)

#### Dinner

Fruit cup of Del Monte "Fruits-for-Salad"
Baked Beech-Nut Ham—Ocean Spray Cranberry Sauce
Buttered Del Monte Spinach—Browned Potatoes
California Blue Diamond Almonds
Hawaiian Crushed Pineapple Pie (made with Fluffo)
Beech-Nut Coffee with Borden's Condensed Milk

The advertising of each of the branded products listed in the menu is handled by the McCann Company

# THE H.K.M°CANN COMPANY Advertising

NEW YORK CHICAGO CLEVELAND LOS ANGELES



SAN FRANCISCO MONTREAL DENVER TORONTO all manner of concerns, all manner of plants of which we hear nothing in public discussion. The spread of wisdom and of wise and profitable practices is quietly going on. The frontiers of good sense and good relations—the frontiers of enlightenment—are being pushed farther along each day, even though it is quiet progress.

"It has spread farther than we know, this understanding in in-dustry. And now what is it that both sides must recognize first of all? First, we must recognize that the employer has a right to run his plant. He has a right to make a profit in his plant. He has a right to associate with others. He has the rights that go with the institution of private property. We must all understand those rights, respect them and if necessary help protect them. Employers must recognize that the workers have a right to organize and to bargain collectively. They have a right to try to improve their condition. They have a right to an effective voice in determining the conditions under which they shall work.
"If both sides can come 'o an

"If both sides can come to an understanding of the rights of each, then all are in a position to proceed in a friendly spirit, in honesty and understanding to the development of practices and methods that will result in the largest possible production and the largest possible return to all.

"I see no other course by which real democracy can be preserved in our country. There is none, and it is vitally important for all Americans to understand that

simple, but basic fact. "We hear more or less about wasteful practices on the part of labor, about duplication of effort, about 'putting it over on' the employer. Frankly, we all know that there have been and there are such There are wastes and practices. duplications. But these are not things that must always be. They are not a necessary part of industrial life and they can be elimi-There are even greater wastes and greater evidences of wrong on the part of management. These, too, can be overcome and eliminated.

"Let me speak very frankly about this phase of industry. There are wasteful practices. All workers and all organizations of workers are not yet in a state of perfection. There are practices and rules that it is perhaps even difficult to defend from the standpoint of theory alone. But generally these things come out of the past and in the past there were what seemed good and sufficient reasons for them. And perhaps in some cases they were even the result of that perfectly natural and normal desire to get as much as possible for as little as possible. not a trait peculiar to workmen only. Please bear that in mind.

"But I can say that labor will join in every effort to abolish those things where they exist, will join in every effort to improve methods, in every effort to increase productivity per unit, whenever it can do so without having to pay the price of that increased efficiency out of its own well-being. Isn't it right that when by joint effort there is a gain there should be a fair sharing of that gain?

"It will mean a great deal when the employer comes to the workers and says, "Can you help me to do something for you and me?" That will be very much different from saying, 'Help me to do something for me."

#### HIGH WAGES MEAN EFFICIENCY

President Green looks forward to the kind of industrial life that operates on a high-efficiency-highwage basis,

"High wages and efficiency go together," he said. And he put more emphasis on that statement than almost anything else that he said during the course of two hours of a steady flow of conversation. "American industry cannot compete in the markets of the world on a low wage basis," he went on. "High wages and efficiency, low wages and inefficiency, they go together inevitably that way."

There is a great deal of the engineer about William Green. He is convinced that American labor and American industry have passed the fighting stage, the militant

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80,000 Brooklyn
people buy the
Standard Union daily
and Sunday because
it is their home paper.

No contests or premiums built this circulation.

Ask for latest figures on this fast growing one cent newspaper.

R. S. R. Hunisman

period of crusading and beating convictions into each other's heads. He believes that the day of scientific inquiry has come, the day when facts and information must govern and he believes that those who will not seek information and get facts are due to pay a heavy penalty. He seeks conference, he seeks contacts. Not long ago he made a speech before the Taylor Society, which emphasized sharply the change that is coming along under the administration of this miner from Ohio.

The Taylor Society is an organization of engineers. The Taylor idea was for years anathema to all trade unionists. It meant the stop watch, the hurry-up idea, the speeded-up piece work system with constantly lowering rates of pay per piece. Even when the original Taylor idea gave way and under-went striking modifications, labor men stayed away from anything that bore the name, so deep was the hatred. But William Green gladly went to talk to these engineers. He goes where he sees light or where he sees a chance to help, regardless of the ghosts of past prejudices. He is a fact-hunter. He believes in inquiry, in books, in slide rules, in measurements, in discovery. But, above all, he rates as most important the matter of establishing good faith so that trust and co-operation may follow. He made clear his thought that in every place of industry employees and employers have got to convince each other that neither is waiting for a chance to "get" or "do" the other. He looks upon industry as the home place of both sides, where it is to their mutual interest to see things fairly and get out of it the most there is in it, with an equitably divided re-

It must not be understood that there is in sight anything like an end of disputes, strikes, stoppages of work, or of lockouts. He isn't a visionary. He knows that human nature is limited in its capacity to work out changes and to absorb new ideas. But he is bending every effort to substitute joint effort for mutual hostility and sus-picion. That is his key doctrine.

"The labor movement," he says. "has been passing through that period when physical controversies and the tactics of force were most effective. It is now in a period when its leaders must seek the conference room, and there through logic and with facts convince conferees of the justice and wisdom of their contentions. The new idea in industry is that there is a joint responsibility for results. When there is a general acceptance of that idea, there will be no excuse for bad results, for inefficiency, for any of the old evils of which there has been so much complaint. And everyone will eagerly go about the business of seeing that they are eliminated."

There is a strong word for man-agement in what Mr. Green has to say. He makes it clear that labor places a new valuation on manage-ment, that it demands good management and that it will go a long way to help good management become better management when a basis of fairness and understanding is reached. He discussed this important matter in his address to the Taylor Society where management engineers were gathered.

"While labor is not responsible for and has no voice in the selection or employment of manage-ment," he said, "it is vitally and directly interested in the quality and character of management. Labor realizes that the success of management means the success of labor. For that reason labor is willing to make its contribution to assist management and to bring about the right solution of problems dealt with by management.

"In touching upon labor's ideals concerning management we are conscious of the fact that we have been and are now passing through a period when changes are taking These changes affect human relationships in a most vital way. Many of our older concepts are giving way to the newer and more progressive points of view. The relationship of management to labor is changed and is changing. The mental attitude of labor toward industry and industrial processes is undergoing revision

(Continued on page 163)

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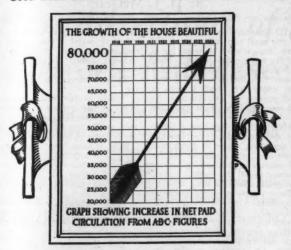
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House Beautiful Barometer Rising Steadily Good Wind and Weather for All H. B. Advertisers



### UP SHE GOES!

Steady rise from month to month in The House Beautiful's circulation, without resorting to inflation methods, proves the magazine's growing popularity as the one class publication devoted exclusively to the home, its equipment and appointments: and it's the home-lovers guide to every detail of home making, at its best.

#### HERE'S MORE PREMIUM VALUE TOO

Every advertisement in The House Beautiful faces or adjoins editorial. No bulk advertising spreads (except individual display), no buried "Ads".

You Pay for Space Along Side Reading Matter
Why Not Get It?

More facts on request-Write now!

THE HOUSE BEAUTIFUL

**8 ARLINGTON STREET** 

BOSTON

A Member of the Class Group

### Why Do They Do It?

Some Direct-Mail Pieces Which Are Entitled to Prizes for Ineffectiveness

#### By H. J. McGrath

Advertising and Sales Manager, The Fair Department Store, Inc., Tacoma, Wash,

DID you ever sit down to open the mail and wish you could throw the whole bloomin' mess into the waste-paper basket? Sir!—so have I. Most of it found its way into the waste-basket anyway, didn't it? And it took a good portion of valuable time to find out just how much to throw

After all that has been written, said and done about the needless and appalling waste in direct-mail advertising, all kinds of useless and obnoxious advertising matter continue to fill the mails.

Why do they do it?

These poorly prepared pieces of interest me — very In fact, I keep a advertising profoundly. private file of every piece of advertising matter that comes to my desk and fails-for some obvious reason or another-to hit the And what a collection I mark.

Just a few days ago. I placed another specimen in the file and -like the proverbial last straw that threatened destruction to a perfectly healthy ship of the desert—it nearly ruined the file! What a time I had looking over

those shining examples of human endeavor! I swore at some. Laughed at others. But for the most part I wondered—why the ding-ding do they do it?

Before me, on my desk, is the letter that should receive first prize for ineffectiveness. And, calling it a "letter" is quite a com-

pliment.

To begin with, it is two pages The closely typewritten pages contain but four paragraphs. There are-wait till I count them -sixteen lines in one paragraph. And the paragraphs are but one sentence long!

Can you picture it?-two pages -four paragraphs-four sentences

-some letter!

This particular business man

has space for sale on the four sides of metal waste recentacles that are scattered throughout the business section of the city. And but let him tell his own story.

To quote from the letter before

-this is the best proposition you ever had a chance to consider, in advertising, regardless of all this, small town talk about it being garbage-can advertising,-" And a little later I read that:

. any house that does not take this when they get a chance, is only cutting off their nose to spite their face."

That's the letter. Can you imagine a business man sending that kind of a letter? Follow it still further and imagine the effect it has on the reader.

#### NOT A SALES LETTER

The purpose of that letter was to sell-to sell advertising space. Yet, the letter was its own worst enemy. If there was ever a chance of buying the space, it died the moment I read that last line.

Plain common sense would show that it's useless to send that sort of letter in the mail. Yet it's being done every day!

Why do they do it? But that's only one letter. You should see some of the others!

Before me is a letter from an Eastern shoe manufacturer. Its purpose is to sell shoes-but wait!

The letter opens:

"Say, did you ever kiss a pig?" Now what the ding-ding has kissing a pig to do with selling The entire letter reads with about as much sense. It tries to joke the reader into an order. Certainly their sales experience has taught them better. doubtedly they know better.

Why do they do it? In this little collection of directmail freaks, there are eleven letters that I believe are of no earthly

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MILWAUKEE-First City in Diversity of Industries!

# How Advertisers of Coffee Sell Milwaukee

GREATER Milwaukee families, during 1925, consumed more than three and one half million pounds of package coffee.

Fifty one per cent of all Lers purchased the five leading newspaper advertised brands. Three of these brands used The Journal exclusively in 1925—the remaining two concentrated for more of their appropriations in The Journal than in the other two Milwaukee papers combined.

The remaining 49 per cent of the total package coffee users divided their preference imong 97 different brands, mostly undvertised.

To obtain a maximum volume of business in this rich market for any good product advertisers need only one paper—

# THE MILWAUKEE JOURNAL

use. Perhaps you know the kind I mean.

In every case they start about

alike:

"We are the largest makers of Ladies', Misses' and Children's Flannelette Gowns in the United States and are, of course, quite well-known to you."

"We are the only acknowledged

specialists in-"

"We are the exclusive manufacturers of the most complete highgrade line of-"

We are this—we are that—Ye

Gods

The average reader is not attracted by "hot-air" phrases—all business men know that. Still they send out these I'm-the-wholeshow letters.

Why do they do it?

Just yesterday I received a roughly filled-in form letter that tried to pass as a personal note. could tell it was a form letter. So could you. They must know that it's impossible to fool all of us. Yet they try.

Why? You should see the letter I just had in my hand. I would gladly quote it-but it cannot be read.

It's a fact!

By the letterhead, I see the writer is a New York shirt manufacturer. But that's all the information I get. This epistle is a carbon copy of the original and written on a bond letterhead. The type is so light and blurred that only a few words are readable.

This N. Y. S. M. must know that I can't read his letter. I'll wager he can't read it either. But he spends money for an envelope and a stamp and sends it in the mail. Why does he do it?

Suppose a manufacturer spends \$1,000 in a direct-mail campaign. The preparation is given very little thought. There's no sales effort expended. He sends out just such letters as I have before me.

The results are little or nothing. And he places the blame on the shoulders of direct-mail advertis-

ing in general!

The situation doesn't seem to improve with age. Quite the contrary. If you could see some of the queer pieces of advertising I get in the mail, you would certainly smile as I smile—laugh as laugh-and wonder, as do I

OH WHY do they do it?

#### New Orleans Development to Be Advertised Nationally

A national advertising campaign is being planned by Pine Hills, Inc., New Orleans, for its real estate development, called Pine Hills by the Bay, near that city. Mike S. Hart, a director of the company, informs PRINTERS' Isk that the campaign will probably start this winter.

"Our first step," he said, "logically, will be up the Mississippi Valley to will be up the Mississippi Valley to Chicago, using newspapers and outdoor advertising. Ultimately, however, we expect to broaden our territory to include the East and the entire North, at which time color pages in magazines of national distribution will undoubtedly be scheduled."

A separate campaign is planned by the same interests for the Pine Hills Hotel, which will be advertised in class and travel magazines, according to Mr. Hart. "Newspaper copy," he adds, "will appear, most probably, at first, in Memphis, St. Louis, Kansas City and Chicago."

Both of these campaigns will be directed by Martin-Gessner Advertising, Inc., New Orleans.

#### Dennison Account to G. Lynn Sumner Agency

The Dennison Manufacturing pany, Framingham, Mass., paper specialties, has appointed The G. Lym Sumner Company, Inc., New York advertising agency, as advertising

#### W. R. Wilson with Coca-Cola

W. R. Wilson, for several yan Southern manager for Fralick & Bat. Inc., publishers' representative, his joined the Coca-Cola Company, Atlana, and is engaged in working on special sales research.

#### J. S. Adams Joins George L. Dyer Agency

James S. Adams has joined the coop department of the Chicago office of The George L. Dyer Company, Inc., advatising agency.

Kling-Gibson to Handle Chicago "Daily News" Campaign

The Kling-Gibson Company, Chicago advertising agency, has been appointed to direct a special campaign for the Chicago Daily News.

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# The Best Buy in Buffalo Today

(Black and White or Roto)

Daily and Sunday, seven days a week, over one-half of all the newspaper readers in the Buffalo market territory call the Buffalo Times "My Paper."

Circulation and local advertising volume prove it!

Compare the rates.

### **BUFFALO TIMES**

NORMAN E. MACK, Editor & Publisher

New York Detroit National Representatives
VERREE & CONKLIN, INC.

Chicago San Francisco

# THE BEST JUDGE O



### \*THE CHICAG

First

Advertising Representatives: NEW YORK J. B. Woodward 110 E. 43d St. DETR Woodward Fine Arts

# NEWSPAPER ADVERTISING

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## Oklahoma's only farm paper is the buying guide of 176,646 farm families!

ERE in the Oklahoma Farmer-Stockman territory is a great host of buyers of goods and service! The Oklahoma Farmer-Stockman readers comprise one of the nation's richest farm markets . . . a market that can be reached only through the Oklahoma Farmer-Stockman. As shown by the latest A. B. C. publisher's report, the Oklahoma Farmer-Stockman blankets every county in Oklahoma, and in addition, covers Texas counties north of the Dallas line, and the three tiers of counties in Western Arkansas adjoining the Oklahoma line. The farmers in this territory have more cash than ever before in their history; they are anxious to buy products of every nature!

In Oklahoma, in Northern Texas, and in Western Arkansas you can reach and influence all the farmers through the Oklahoma Farmer-Stockman at one cost.

Carl Williams Editor

Ralbh Miller adv. Mor. Oklahoma City

E. KATZ SPECIAL ADVERTISING AGENCY

Kansas City Atlanta Chicago Detroit

San Francisco

# Hand-to-Mouth Buying Receives a Banker's O. K.

He Believes It Represents a Distinct Improvement in Distributive Methods

By Dr. W. F. Gephart

Vice-President, First National Bank in St. Louis

SMALL-ORDER buying, during the last several years, has been attracting considerable attention and not a little concern from those who are adversely affected by it. Many seem to think that it has been due to a lack of confidence by the retailer in the business future. Many others think that it is but a natural, cautious policy adopted after the unfortunate experiences of many manufacturers, distributors, and retailers following the violent price fluctuations in the post-war period.

However, it is believed that a more careful analysis of the situation will show that what has been occurring during the last several years is one of those slowly developing changes in industrial structure and business methods which occur from time to time but do not become apparent to the ordinary business man until the movement has pretty completely worked

There is no doubt that the war and the post-war conditions accelerated the movement toward small ordering, but it is believed that it would have occurred if there had been no war. This is merely another way of saying that small-order buying and smaller inventories and other phases of the changed order are to be a relatively permanent characteristic of our business and industrial structure.

Industrial development has been so rapid in the United States that many of the fundamental underlying forces which give character to it are not, at any particular time, easy to analyze nor their effects clearly recognized. The development of our transportation system, the integration of business, the improvement in means of communication, including not only the tele-

phone, the telegraph, and the radio, but also the increase in the circulation of newspapers and other news agencies, together with the advent of a system of good roads and the increased use of the passenger and truck automobile have had an enormous effect on the system of distributing goods.

While most of these improved methods of transportation and communication were invented many years ago, their actual effects upon the system of distribution have been slow to be realized. The cumulative results have been especially important during the last decade or more. The transportation system, in its early history, lacked unification and it is only within the last several decades that marked improvement has been made in the rapid and systematic handling of freight.

#### A RELIC OF OTHER DAYS

Large-order buying is a characteristic of the industrial organization of a primitive or a semiprimitive era. It was necessary, years ago, to order goods in large quantities because the methods of transportation and the means of communication and general market conditions gave no choice other than for the manufacturer to accumulate a large stock of raw products. Likewise, the wholesaler, jobber, and retailer had to maintain a large stock of finished goods. This large supply of goods was necessary to meet the demands of buyers since goods, under the earlier methods of transportation and communication, could not be moved quickly from point to point, especially in a country as large as the United States.

If one reverts to the period of canal and river transportation this can be easily observed. The mer-

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chant, for example, in Cincinnati and St. Louis was forced to purchase a large stock of goods-a year's or six month's supply-since these goods came from the East either by the slow water route or the equally slow overland route. It required weeks and sometimes months to get an order to the shipper and the goods to the wholesaler or retailer. There were but relatively few manufacturing and jobbing centers and a limited number of business units. These distributed goods over an extensive area to a widely scattered and sparse population.

The retailer was forced to buy but a few times a year and in large quantities. So, too, the individual household, because it was often some distance from the retailer and because there were no good roads, and because the means of transportation and communication were poor, purchased the family supplies in large quantities and hence was in the market but a few times a year. Sugar, for example, was sold by the barrel and other supplies, such as wearing apparel, were purchased but once or twice a year.

With the advent of the railway in the middle of the nineteenth century, improvement began, but it was not marked until the system of transportation was co-ordinated, when through-freight movement was made possible by the organization into larger units of the railway system and when an improvement in local freight deliveries was made.

Hand in hand with this development in the improvement in rail-way transportation, which became especially marked in the twentieth century, went the enormous development of the telephone and the telegraph and in the last decade has come the astounding growth in hard-surfaced roads, the use of the passenger automobile and the truck delivery. As a result of these and other improvements, the time between the ordering and delivery of goods has been enormously reduced.

The statistics of the Bureau of Railway Economics show a very marked and continuous annual increase in the less than carlot loadings and ample evidence is at hand of the increased significance of the package-freight business. The unification of the telephone system and the increased use of it in long-distance communication, together with the increased facilities offered by the telegraph companies, has gone hand in hand with the development of the means for the increased rapidity in the actual movement of the goods by rail.

But the hard-surfaced roads and the automobile, both passenger and truck, have played a no less influential part in what has come to be called hand-to-mouth buying. The so-called country merchant has many of his goods delivered to him by truck from the increased number of wholesale and jobbing centers. The passenger automobile has made it possible for people to travel more frequently and longer distances. The rural mail delivery, the increase in the circulation of the daily newspaper, the radio, and the enormous increase in advertising have likewise made it possible for the consuming public, the country dealer and small city merchant not only to visit the large centers, but to keep better informed as to styles, and market conditions, qualities of goods.

#### RETAIL CONDITIONS ARE CHANGING

All this means that there is coming to be, from the standpoint of merchandising, no more cross-road towns. Main Street, as a merchandising phenomenon, is disappear-The consumer, even in what was formerly an out-of-the-way place, is better informed as to The retailer, whether in goods. the city or in the country, is forced to sell up-to-date merchandise and it is no longer considered good salesmanship by wise distributors to have their traveling salesmen load up the customer.

The significance of this new movement in industry, both from the standpoint of the producer and of the distributor, cannot be fully realized until more evidence is at hand. However, several results are fairly clear. In the first place, it is transferring, to a greater degree, the risks of manufacturing

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and merchandising to the shoulders of those best able to carry them. It is relieving the retailer of a part of the business risk which he has formerly borne and putting it back on the wholesaler and manufacturer, who are more intelligent, better informed, and, therefore, better able to carry the risk. manufacturer and wholesaler have available better sources of information regarding conditions of supply and demand and their business is better organized and systematized than is that of the retailer. Therefore, they will carry some of the risks of distribution at less cost than the retailer has

In the second place, small-order buying has enormously reduced the volume of shelf-worn and out - of - date merchandise which, under the older system, sooner or later had to be sold at a sacrifice. This entailed not only immediate losses to the retailer himself, but ultimately losses, though perhaps indirect, to the manufacturer, the distributor, and society at large. This is true because whenever capital and labor become embodied in a product intended for human consumption and remain for a long period idly expressed in this product-that is, when the product is not consumed and thereby renders no service and utility to the consumer-it is, so to speak, dead or idle capital and labor in the form of these unused goods.

In the third place, this more rapid turnover of goods, for reasons already suggested, means a more effective use of capital in business and hence an economic ultimately is advantage which shared by the public, including not only the consumer but the producer and distributor. One of the slowest lessons to be learned by merchants is that good merchandising of goods. "Move them at some price, but move them," ought to be the first rule of good merchandising. If therefore, under a system of small-order buying, the capital and labor embodied in goods is being continually turned, a unit of capital and labor is thus doing effectively what several units did

before and thereby releasing units of capital and labor for other industrial uses.

In the fourth place, this new method means an increased competition in merchandising and hence will demand more intelligence and better business organization. It will, therefore, result eventually in a better type of merchant. The merchant, today, must be a more careful student of consumer demand than he ever was. He must know better, not only how much to order, but what to order.

In the fifth place, the larger economic gains of having raw products turned into finished goods and into the hands of consumers as quickly as possible mean enormous economic and social gains. It reduces the stocks of distress and second-hand merchandise. By keeping inventories of manufacturers, wholesalers and retailers small, an enormous sum of capital is released for other industrial uses and the whole system of production and distribution is keyed up to a higher pitch of efficiency.

#### THE INDUSTRIAL MACHINE

So amazingly has industrial and business organization been developed, so nice is the adjustment between production and consumption coming to be, and so numerous and complete have become the sources of information in regard to stocks of goods, raw materials and other data, that the industrial machine can, like an automobile, be shifted from first to second and on to high or vice-versa without stalling the industrial motor. It is the most marvelous aspect American business organizationthis co-ordination, this systematization in bringing about a nicer adjustment between probable demand and actual supply and it is this which lies primarily at the base so-called efficiency of American business.

About the only important objections to the system of small-order buying are, first, that it produces an increased cost in distributing goods by express, by package freight and less than carload loadings. It is undoubtedly true that the distributing costs are some-

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what higher, but it is believed that it is more than compensated for by the economic and social benefits which have resulted.

In the second place, there is complaint from many manufacturers, jobbers, and wholesalers that they must now bear risks in business

which were formerly borne by others. This is probably true but it is believed that they are better

able to do so.

Hand-to-mouth buying ought to be dropped as a phrase so far as it connotes, as it often does, ignorant buying on the part of the retailer and unfair merchandising on the part of the manufacturer and wholesaler. In its place ought to be substituted the phrase "intelli-gent and economic buying" as indicative of improvement in the method of distributing goods. It ought to be realized that, wonderful as the industrial progress has been during the past century, it has primarily been in the field of production and not in the field of distribution.

#### Chandler-Cleveland Sales and Advertising Appointments

Advertising Appointments

Sid Black, vice-president of the
Chandler-Cleveland Motors Corporation,
Cleveland, Ohio, Chandler and Cleveland automobiles, has been placed in
full charge of sales, service and advertising. H. W. Fortey is in charge of
sales promotion; R. A. Lammers heads
the advertising department, working
directly under Mr. Black; and J. T.
Nicholson is service manager.
The following appointments have been
made in the sales department: Ralph B.
Nettleton. Western sales manager;
Frank E. Connor, Eastern sales manager, and Harrison Goldsmith, Southern
sales manager.

sales manager.

#### C. W. Niles, Assistant to President, Gorham Company

C. W. Niles, formerly a part owner of the Bee Bee Machine Company, New York, has joined the Gorham Manufacturing Company, Providence, R. I., silverware, as assistant to the president. He formerly was with the Converse Rubber Shoe Company, Converse Ru Malden, Mass.

#### "Farmer's Dispatch" Suspends

The Farmer's Dispatch, weekly, St. Paul, has suspended publication. The subscription lists have been taken over by Farm Life, Spencer, Ind.

#### E. C. Tibbitts Appointed by Newspaper Organization

E. C. Tibbitts has been appointed field director of The 100,000 Group of American Cities, Inc., Chicago, a coperative organization of newspapers. For twenty-four years Mr. Tibbits was associated in the direction of the advertising of The B. F. Goodrich Company, Akron, Ohio, of which he was advertising manager. Since 1921 he has been with the Wm. H. Rankin Company as manager of its Akron Office.

pany as manager of its Akron office.

In his new position Mr. Tibbitts will visit approximately 100 cities in order to familiarize manufacturers and advertisers with the marketing research services of the corrections. vices of the organization.

#### State to Advertise New Hampshire Apples

In co-operation with the apple growen of New Hampshire, the State publicity bureau is devoting part of its advertising appropriation for the purpose of building prestige for New Hampshire apples. The bureau is having prepared 100,000 cards in three colors which will be placed in apple boxes shipped to markets outside the State.

#### Erla Radio Account with Green, Fulton, Cunningham

The Electrical Research Laboratories, Chicago, manufacturer of Erla radio sets, have appointed The Green, Fulton, Cunningham Company, Chicago, to direct their advertising account. Newspapers throughout the country will be used in a campaign to begin this fall on the Erla Monodie Receiver.

#### W. J. Pitt Joins DeVilbliss Company

William J. Pitt, recently promotion manager of the National Paint, Oil and Varnish Association, Inc., has joined the DeVilbliss Manufacturing Company, Toledo. He had been with the association for five years.

#### Insulite Account for Fred M. Randall

The Insulite Company, Minneapolis, has appointed the Chicago office of The Fred M. Randall Company, advertising agency, to direct the advertising of Insulite products for sheathing, wall-board, plaster base and other uses.

#### Taylor Cap Account for Marx-Flarsheim Agency

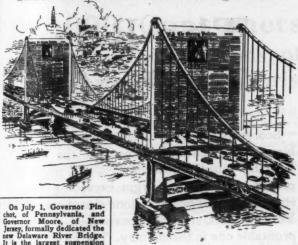
The advertising account of the Taylor Cap Manufacturers, Cincinnati, makers of caps, mufflers and ladies' hats, sold direct to consumers, has been placed with The Marx-Flarsheim Company, Cincinnati advertising agency. 926

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### How to Enter Philadelphia!



On July 1, Governor Pinchot, of Pennsylvania, and
Governor Moore, of New
Jersey, formally dedicated the
new Delaware River Bridge.
It is the largest suspension
span in the world. To date
is cost is \$37,211,169. Its
length is 1.81 miles. The main
span measures 1750 feet and
is 135 feet above mean high

The Evening Bulletin is the Main Support

# of the "Bridge" between the Advertiser and the Philadelphia Consumer

The population of the Philadelphia retail area is about 3,300,000. U. S. Census figures give 5.4 persons to a family in this—America's third largest market.

Divide the population by 5.4 and the result will show you how completely this one newspaper covers this field.

#### Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

## The Evening Bulletin.

PHILADEL PHIA'S NEWSPAPER

In Philadelphia may coupledy mais The Bulletin

533,169 copies a day

Average daily net paid circulation for the six months ending March 31, 1936. The circulation of The Bulletin is larger than that of any other Philadelphia newspaper and is the third largest in the United States.

New York—247 Park Avenue (Park-Lexington Building) Chicaga—Verree & Conkiin, Inc., 22 East Jackson Boulevard Detroit—C. L. Weaver, Verree & Conklin, Inc., 321 Lafayette Boulevard San Francisco—Thomas L. Emory, Verree & Conklin, Inc., 681 Market Street

(Copyright 1926—Bulletin Company)

# The Road To Profits

Scores of manufacturers have found that the New York market, reached by the New York Evening Journal, absorbs 25% and more of their output, at a profit margin exceeding that of an equal volume of business done elsewhere. The New York market, rightly approached, is the most profitable one in the country. The Evening Journal offers the one great highway to the heart of it.

The richest market in the world is concentrated within the limits of Metropolitan New York.

There is more money in the New York trading area than in six of our large states.

It is a quick turnover market. New Yorkers live well and they buy regularly and often.

New York is a very inexpensive market to sell because-

- Its outlets of distribution are many and close together.
- Its transportation facilities are rapid and cheap.
- Salesmen live at home and traveling expenses are nil.
- Its population can be reached effectively, dominatingly and most economically, because one newspaper reaches 46 out of every 100 people who read any New York evening newspaper.

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### 9,000,000 Consumers buy hundreds of millions of dollars worth of goods yearly

This is the market which the New York Evening Journal offers you—a compact, condensed, and yet incredibly rich field, which is constantly growing. Its 9,000,000 consumers need and buy hundreds of millions of dollars' worth of goods yearly. They purchase often and pay a good price. This trade is the most valuable in America. It belongs to those who have the enterprise and the brains to capture it.

696,447 people buy the New York Evening Journal every day and take it home where it is read by over 2,000,000 men, women and children. Its circulation is such a large part of the New York market that it can almost be said the New York Evening Journal IS the New York market.

Its readers have the money to buy anything from Steinway pianos and Packard cars to the best known cigarettes and breakfast foods.

For twenty-seven consecutive years it has had the largest evening circulation in America. For twelve consecutive years more money has been spent in advertising in the Evening Journal than in any other New York evening newspaper.

Let us tell you how you can sell 25% of your production in New York City, and at the lowest sales and advertising cost, through the New York Evening Journal.

CIRCULATION FOR SIX MONTHS ENDING MARCH 31st, 696,447 DAILY, NET PAID

### NEW YORK EVENING JOURNAL

America's largest evening newspaper circulation
. . . and at 3c a copy daily, 5c Saturdays

New York Office: 2 COLUMBUS CIRCLE, New York City

Chicago Office Detroit Office

913 Hearst Building, Chicago, Ill. General Motors Bldg., Detroit, Mich.

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### The Preferred Radio Medium of Detroit Is The Detroit News



It is natural that The Detroit News should be the preferred medium of radio advertisers. WWJ, the radio station of The Detroit News, was the first in America to broadcast regular radio programs, starting in August, 1920. In Detroit, radio and WWJ are synonymous.

As a result, both local and national advertisers have taken advantage of The News' popularity with radio folks as well as its great circulation to broadcast their radio sales talks through its columns. During 1925 The News thus carried nearly three times as much radio advertising as the second medium, and during 1926 it is again leading. During the first six months of 1926 it published 288,964 lines of radio advertising, while the second medium printed 104,174 lines.

### The Detroit News

Detroit's HOME Newspaper

330,000 Sunday Circulation; 320,000 Weekdays

### Some Christmas Copy I Would Rather Not See

And Seven Questions Which Copy Writers Ought to Ask Regarding Christmas Advertisements

#### By Allen T. Tate

In the August Atlantic Monthly an anonymous writer, returning to this country after a stay in

England, says:

"Still another thing that struck me was our commercialization of our own sentimentality. We Americans are a mawkishly sentimental people. What people who were not sentimental would inaugurate a 'Mother's Day'? But having inaugurated it, how promptly and completely we have commercialized it! Everywhere as I went about New York in those first few days home, in candy shops, card shops, and all sorts, were signs not to forget Mother and to send her whatever the advertiser had for sale."

The reading of this started me thinking concerning the way we in the advertising profession treat Christmas. This is the time of the year when many advertisers are preparing for holiday business. This is the season when copy writers are puzzling their brains to find how they can win holiday trade for the advertisers they serve.

I had a lurking feeling, after reading the Allantic article, that last year at Christmas time I had made mental notes of certain Christmas copy approaches. To refresh my mind, I looked over a December number of a woman's magazine. In the cold light of an August day some of the appeals, to put the matter lightly, seemed far-fetched and forced.

A manicure gift set is proclaimed as "Sure to walk straight to her heart"—provided, of course, she does not think that the giver considers that "her" nails need

treatment.

How about a nice pair of garters? A manufacturer gives the following advice:

Ruffles of ribbon and frills of lace artfully combined by a French designer

tell you something of the exquisite daintiness of the —— Ribbon Garters shirred in satin in merry colors, decked with ribbons in a new shaped moire or brocaded gift box to match.

Of course, if you knew her well enough this might be all right. Honi soit qui mal y pense.

An automobile concern gives paternal advice.

This Christmas, pool the family funds—Buy it "on time." This year put a ban on costly Christmas indulgence. Call a halt on Christmas waste. Combine the family purchases and own a ........ Six. A sensible thought. Such a gift prolongs the thrill of Christmas joy and pride for more than Christmas day.

Now I ask you, isn't that kind of them? In the olden days, a stocking well filled with a collection of gifts, bought in great secrecy, made up our Christmas. But now, before Christmas day comes, the whole family meets and gets down to business. "Let's pool the family funds, and buy it on time." I wonder really if such an action would "prolong the thrill of Christmas joy." It seems to me that as the notes came due, especially if there had been a slump in the market, it would be far more apt to resolve itself into an "agony" than a "joy."

Do you know what will really

Do you know what will really make a genuine Christmas? I always thought, joy, laughter, good eating, and good fellowship. One advertiser adds a fifth factor but it can only be attained through a

proviso:

"Do you love them enough to give them—Fountain Pens? These gifts will make Christmas a glorious success." The corollary of this is: "If you don't love them enough you are not in a fit state to give fountain pens for a Christmas present." And the advertisement goes on to claim, "at the very first sight of these—hearts will glow

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with joy and gratitude." It is surely worth while, "loving them enough," to produce this effect.

Do you often think about the pillow cases you sleep upon? One advertiser considers you should, or will, if you follow his advice.

After many more expensive gifts are forgotten your long wearing . . . . pillow cases will be kept in pleasant remembrance and in constant use.

"Constant use" is pretty strong. Surely they must rest while they are on the journey to the laundry.

Another advertiser grows ecstatic about towels, and, in his enthusiasm, includes your neighbor and the bachelor girl.

Christmas giving. Gifts to prized by every woman who loves nice towels, and where is the woman who does not? Grandmother—whose years of experience have made her a keen judge, will smooth these towels with caressing ingers that testify to ber delight. Mother joyfully adds hers to the special shelf in the linen closet reserved for her treasured best. Your neighbor next door displays a displays a ...... set with satisfaction to every Christmas guest. Even the bachelor girl, immersed in business and living in room and bath, is pleased beyond measure that she has been sent so thoughtful a gift.

Grandmother will only testify to her delight and mother will put hers away. The bachelor girl, "living in room and bath," I fear, being an independent thinker, might resent such a gift as a hint that the gift was really needed.

And now poor mother! Everyone knows that mother works and advertisers are particularly anxious

to lighten her burden.

A great electric appliance house, under the hand-lettered old English title, "Ye guide to ye Merrie Christmas," suggests that you send mother an electric flatiron or an electric range or an electric light

But when you want her really to remember this particular Christmas, you must follow the advice

of this advertiser:

A Christmas she will never forget. Give her the world famous Grand Prize .......... Vacuum Cleaner. For your wife, mother or daughter, no gift can be more welcome or appropriate than a ........ Vacuum Cleaner. It is a gift that endures and is appreciated more and more.

Another vacuum cleaner company makes this suggestion:

For Christmas, and then—a Truly Happy New Year! A beautiful Christmas gift—a prac-tical gift—a gift that will bring joy and happiness 365 days in every year—that is the ideal gift which everyone likes

Vacuum Cleaner is a beautiful gift—graceful in line and contour, rich in the silvery brilliance of its highly polished aluminum finish. And practical beyond compare, saving time and work and health every day in the year.

Few gifts can give a woman more joy and contentment than . . . . She needs it—therefore she wants it. It will keep her bome clean and sanitary al-most without effort, preserving her rugs, beautifying her home, transmuting her work days into play days.

Still another puts it this way:

As Christmas time draws near, how will you answer the question: "What shall I give her?" Naturally, you will snan I give ner?" Naturally, you will consider, first, her need for those things that will make her life pleasurable. You will want your gift to ease her tasks and speed them; to give her happy, care-free hours.

You will want it to be a thing sub-stantial, whose span of life will be not months, but years.
"What is this gift?" you ask. It is a
"Vacuum Cleaner—the com-

home-cleaning servant. Will Christmas morning find it by her favorite chair-the token of your thoughtfulness?

There is only one who can answer that question. And you know him best!

And then, a kitchen furniture manufacturer asks mother to suggest her need to father:

Your kitchen and you—and Christmas! A man usually needs and gets—a little prompting on the subject of choosing the annual Christmas present. First of all, a woman wants something beautiful. If it is practical and usable, so much the better. Yet ahe doesn't advise extravagance!

Here is a suggestion to pass on to him! It fills the order for you, for any woman. It has beauty, wonderful new beauty; it is very practical and usable. And far from being an extravarance, it is a real economic. usable. And far from being gance, it is a real economy!

It is the artistic ....... Kitchen Suite, just designed with a new motif of beauty. Until you see it, you cannot imagine how really beautiful a kitchen can be. It brings new charm to the old work room.

Or a carpet sweeper:

1926

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# The Odyssey of Mr. Miller

S. A. Miller of Mulberry, Indiana, is making a motor tour of the West. He contributes about four columns an issue to the Mulberry "Reporter"—and it starts on the front page.

We quote from a recent story:

"By the way, we miss The Indianapolis News out here, and especially page six, page one, and the market page. The whole bloomin' thing is good. Have read The News continually for more than thirty-five years. It's hard to get weaned away from it."—written from Winslow, Arizona.

The Grand Canyon moves Mr. Miller to thoughts on Eternity, and Divinity in man. He writes: "Anyone who doesn't care to read the Bible and wants something sound and good, read "Case and Comment," by Mr. Louis Howland, editor of The Indianapolis News, on page six every Saturday. Read these wonderful articles for five or ten years, and if a fellow doesn't live better, he's a goner!"

All Hoosiers don't write an Odyssey for their local paper, like Mr. Miller's article in the Mulberry Reporter. But Hoosiers agree with Mr. Miller in their respect and affection for The Indianapolis News. And what The News says is front page copy for several hundred Indiana newspapers.

These are the things that make The Indianapolis News more than an advertising medium.

# The Indianapolis News

FRANK T. CARROLL, Advertising Director

New York DAN A. CARROLL 110 East 42nd St.

J. E. LUTZ The Tower Building

hours of hard work, will save her time, and will make easy and simple the care of her carpets and rugs for ten, fifteen or more years.

Or some one of the items suggested by a great manufacturer of brushes, under the heading, "Gifts for Everyone," such as:

The White ....... Flesh Brush, a welcome addition to the personal toilet set. Each packed in a holly box.

Did you ever think of a Flesh Brush for a Christmas present? Would you give one to your best girl or how would you feel if she sent you one?

The ...... Dry Mop, a practical gift that will save time and work for someone (presumably mother) all through

the coming New Year.

When you give the ...... Broom you give shorter hours and easier work

(Presumably Mother)

Or something to rest her feet swollen with the exertion of shop-

What a pathetic thing that to thousands of women Christmas means a nightmare of weary shopping, instead of a season of good-will, cheer and gladness. To those who face this exhausting round of going from store to store we

round or going from store to store we have two suggestions to offer.

At the end of the day, when every nerve is calling for rest, you can bring quick relief to the whole weary body by slipping on a pair of soft, restful ...... Slippers. Make it a daily habit. To thousands this. Slippers. Rest habit. To thousands this ...... Rest Hour has come as a real blessing to tired and jaded nerves.

One advertiser very sensibly suggests that "you make your Christmas candy-it is delicious and makes a wonderful gift."

And what prospects of delight to the little girl is conveyed in the heading, under a picture of a beautiful doll—"Every child wants me for Christmas-the doll with the Golden heart."

Rather sensibly, I think, a silverware house says, "Since every woman loves and prizes fine silverware, wouldn't it be a good idea to set down in your Christmas Gift

list, selections from this page of lovely things?"

Also logical seems the appeal: "A royal dish for the Holidays-Baked Ham. The savory sweetness of ..... Hams are welcomed by everyone-home folks or guests a hearty, cheery dish."

And this is obviously tempting: "The gift that's filled with gifts. It's packed with good things for Christmas day. Sparkling jellies and deep-hued jams-the made, etc."

And nearer to the old-fashioned idea is the caption: "Christmas is hardly Christmas without home-made Fruit Cake."

And our boyhood friend: "Give your boy or girl a Flexible Flyer for Christmas and you give all outdoors and healthful, thrilling

fun for many years to come."

Why have I gone to all the trouble of listing these advertisements? Simply to arrest the attention of copy writers who are now, or soon will be, working on Christmas advertisements. I want them to pause and look at the copy they have just written and themselves ask these questions:

1—Am I making my house ridiculous? 2—Am I forcing the appeal in the hopes of producing business? 3—Am I doing little more than com-

3—Am I doing little more than commercializing a great festival?

4—Am I taking an unnatural view of the Christmas opportunity?

5—Am I really and honestly helping people select Christmas presents?

6—Would I or my wife be influenced by what I have written?

7—Do I feel confident that my copy is good, kneets Christmas copy?

good, honest Christmas copy?

If you can't honestly answer the seventh question, tear the copy up. If you can, shoot it out for publication. There certainly is plenty of room for this kind of writing.

#### Lyon & Healy Piano Company Merges with Packard

The Lyon & Healy Piano Company, Chicago, and the Packard Piano Company, Fort Wayne, Ind., have combined. All Lyon & Healy planos will be manufactured at the Packard plant under the terms of the merger. Albert S. Bond will continue as president of the Packard company and Mark Healy, president of the Lyon & Healy Piano Company, becomes vice-president. The Lyon & Healy Piano Company was a subsidiary of the music firm of Lyon & Healy, Inc.

# Manufacturing Jewelers and Silversmiths

should read this timely address, "The Hall-Mark of Fashion," delivered before the convention of the American Retail Jewelers Association, in Philadelphia, on August 12th, by Miss Margaret Case of the editorial staff of the Condé Nast Publications.

We will gladly send a copy of this interesting address to any manufacturer distributing through the retail jewelry trade, or to his advertising agent.

# THE CONDÉ NAST PUBLICATIONS, INC. 19 West 44th Street, New York City

Vanity Fair Vogue House & Garden



### **BUSINESS BOSTON**

- -fourth in richness
- -second in concentration
- -first in ease of entry

Fourth—Business Boston, the great, populous area lying within a radius of 15 miles of the center of Boston, is the fourth richest area in the country. Here 1,808,845 people live and work and play. Prosperous, fundamentally stable yet active, alert and responsive, this market must figure in national selling plans. It must be captured.

Second—This is the second most concentrated market in the country. Only New York has more people to the square mile. And concentrate

tration means ease of access.

First—Because of a certain peculiar condition, Business Boston is, we believe, the easiest of the country's concentrated markets to reach, to influence, to sell. On the map, Business Boston is 40 cities (of which Waltham is but one), where live nearly two, million people. But this apparently close-knit population is no more a single unit than it is forty. To reach all these people, you must act on the knowledge that—

There are two sides to Boston



Waltham is but one of the 40 towns and municipalities within a 15-mile radius which together make up Business Boston. Within this radius are concentrated nearly two million people. Just beyond this, yet within 30 miles of the center of Boston, live nearly a living within a 30-mile radius, are reached and influenced by Boston newspapers.

From 40 has come two. For Business Boston is a divided market, consisting of two great population groups that differ in origin, sentiment and tradition. So sharp is the invisible line of separation that no one newspaper can successfully appeal to both these groups.

Of the four major Boston newspapers, three appeal to one of these two divisions among the people. The other, and more important group, is covered by the Herald-Traveler only. Thus, to cover Boston adequately, you must use the Herald-Traveler and at least one other paper.

We know of no other concentrated market that is so simply constituted, where 40 become but two. Read the complete story of this remarkable situation in our booklet, "Business Boston," which contains facts as essential to your understanding of Business Boston as they are surprising. A note on your business stationery will bring the booklet promptly.

### BOSTON HERALD-TRAVELER

Advertising Representative George A. MoDevitt Company.

914 Peoples Gas Building



For five years the Horaid-Travoler has been first in National Advertising, Including all financial advertising, among Boston daily newspapers.

# Cooperative Advertising

The story-book is a highly important feature of the advertising campaign of a trade association. It is one medium through which the sales message can be brought directly into the home, and made to stay there.

We have produced storybooklets for several of the large associations, copies of which are now available.

Your request for samples by letter or phone will bring a prompt response.

### Charles Francis Press

461 Eighth Avenue Telephone Lackawanna 4300

Printing Crafts Building, New York

### Study Per Capita Consumption!

The Men's Shoe Industry Did and Found It Was Slipping—Now It Proposes to Correct Conditions by Co-operative Advertising

#### By Albert E. Haase

THE business of manufacturing men's shoes, figured on a per capita basis, isn't what it used to be. The business, as a whole, has grown in volume of production and sales as the country has increased in population. But the percapita consumption of the country hasn't grown in the last thirty years. On the contrary, it has slipped. The average individual consumption of men's shoes thirty years ago was approximately three pairs a year. In 1925, the percapita consumption was but 2.11 pairs a year.

The difference stated in decimal points is small. Offhand, it might almost be said to be negligible. Yet, if you multiply that difference by 40,000,000—the estimated number of shoe-wearing males of fifteen years and over—it will be found that shoe manufacturers are losing sales at the rate of 35,600,000 pairs of shoes a year.

The story on women's shoes is different. Short skirts and silk stockings have increased the per capita consumption of shoes. Women just had to have smartly shod feet or else go back to long skirts. The silk stocking manufacturers won't let them do that, so we can dismiss the subject of women's shoes.

If you ask why the per capita consumption of men's shoes has decreased you will open up a question that is subject to much conjecture. There is the automobile to blame, for one thing. But women also ride in automobiles. Then there is the bell shaped trousers of supposed collegiate ancestry, which all but completely cover the shoes worn on many male feet. The influence of these factors in decreasing the per capita consumption of men's shoes, at best, is but highly suppositions.

There is, however, one factor on which some responsibility can be definitely fixed. This is the

growing habit of wearing low shoes the year round. There was a time when the majority of the American men laid aside low shoes for high shoes when cold weather set in and high shoes were dis-carded for low shoes with the arrival of spring. But that habit exists no more for many men. This statement is especially true with regard to city dwellers. Anyway, no matter what the cause, the problem of increasing the per capita consumption of men's shoes exists. Manufacturers of men's shoes have been acutely conscious of the problem for about three vears.

#### PROBLEM IS NOT NEW

A writer on shoe manufacturing merchandising subjects. Arthur L. Evans, now editor of The Shoe Retailer, laid the problem on the doorstep of the manufacturers in 1923, in a series of articles which presented exhaustive statistics on the per capita consumption of shoes over a period of many years. Since the time those articles appeared, practically every convention of the shoe business has discussed the problem of increasing the per capita consumption of men's shoes. Retailers and wholesalers of shoes have disas well as manufaccussed it, Makers of shoe maturers. chinery, leather merchants and all others interested in selling material and equipment to the shoe industry, have talked it over. problem belongs to the manufacturers of men's shoes, but the faci that it doesn't belong solely to them is obvious.

From such discussion, plans for action have come. The first step was the appointment by the National Boot and Shoe Manufacturers Association, of a special committee made up of three manufacturers of men's shoes.

The members appointed to the

committee were: Hovey E. Slay-ton, of the F. M. Hoyt Shoe Company; Paul Jones, of the Commonwealth Shoe & Leather Company, and Elmer J. Bliss, of the Regal Shoe Company.

This committee caused a study to be made of the problem and then decided that the answer was a co-operative advertising cam-paign. Then, it made a study of all co-operative advertising campaigns of other industries and from those two studies and from its knowledge of the men's shoe industry formulated a plan for co-

operative advertising.

The findings and plans of this committee were reported back to the National Boot & Shoe Manufacturers Association and were approved by the directors of that association. The National Boot & Shoe Manufacturers Association, however, represents the industry as a whole. Its membership includes manufacturers of women's and children's shoes as well as manufacturers of men's shoes. The problem, properly, did not belong on the shoulders of the entire membership of that association. This condition has led to an unusual development: the formation of a separate corporation that will carry on the co-operative advertising campaign for the men's group of the National Boot & Shoe Manufacturers Association.

This corporation will not only direct the campaign, but it will also collect the money necessary to finance it. This money, by the way, is expected to come, not only from the manufacturers of men's shoes, but from all businesses that sell material and equipment to the makers of men's shoes. There will be, in fact, no campaign for the new corporation to direct unless and until the necessary finances for the campaign are subscribed by material and equipment inter-ests as well as by the manufac-

turers of men's shoes.

The co-operative campaign, as now planned, is expected to of at least three years' duration. It will cost, it is estimated, on the average of \$500,000 a year. The local shoe retailer in all

parts of the country is to be very much a part of this proposed campaign. It is planned to spend the greater part of the money to be raised in work with him. manuals are to be prepared for retailers and their clerks. Copy is to be written for local dealer advertising. Window displays will be prepared and distributed. Leaflets and booklets will be supplied. Great pains will be taken to supply dealers with material for letters that they can use in directmail campaigns.

#### THE BIG POINT OF THE CAMPAIGN

The big point that the proposed campaign will try to get over to the male population of the country is that there should be a seasonal distinction in shoes.

Now this does not mean that manufacturers of men's shoes are going to spend money trying to change the widespread habit of wearing low shoes the year round. That habit has become too strong. Mr. Evans, the man who has the sales statistics of the shoe industry at his finger tips, told the writer that twenty years ago the production of low and high shoes for men was of about equal volume. He estimates that, today, low shoes represent about 85 per cent of the total production.

Why should the men's shoe business fly in the face of that strong consumer preference for shoes?

Instead of talking about low shoes and high shoes as the way to make a seasonal distinction, this campaign is going to talk about "lightweight" and "heavyweight" or "summer weight" and "winter weight" shoes. In other words, those who desire to wear low shoes the year round will not be interfered with on that score. They will simply be told why it is best to wear low shoes in a weight suitable to the season of the year in which they are used.

Much has already been done to

bring an explanation of this point to consumers by the spontaneous effort of manufacturers and retailers during the last year.

The other big point that the co-

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# REGARDING CHICAGO NEWSPAPERS

Get all the figures on advertising lineage .....delve deep into such matters as reader interest and reader acceptance..... compare various kinds of merchandising service.....consider theories and conjectures for what they may be worth.....

#### THEN COME BACK TO THIS

The Evening American with a circulation of more than 500,000 copies daily has the largest circulation of any Chicago evening paper and the third largest evening paper circulation in all America.

## CHICAGO MI AMERICAN

A good newspaper

Largest circulation of any Chicago evening paper and third in America

operative campaign will plan to get over to the male population is that shoes play an important part in the appearance of a man. It is believed that most men have a tendency to neglect shoes as a part of their dress. This advertising, then, will endeavor to make men shoe conscious.

An interesting aspect of this proposed campaign is that the very statistics which showed the necessity for co-operative advertising furnish the goal for such advertising. Men's shoe manufacturers will be satisfied-highly satisfied-if they can restore the per capita consumption of shoes to what it was thirty years agothree pairs a year for each individual.

#### How Much Is an Inquiry Worth?

IOWA GATE COMPANY, INC. CEDAR FALLS, IOWA Editor of PRINTERS' INK:

Editor of PRINTERS' INK:

If was called to my attention yesterday
that in a number of past issues of
PRINTERS' INK, articles appeared on the
question of how much more a farm
paper inquiry is worth to an advertiser
compared to inquiries from direct-by-mail
advertising accomplished by the group
advertising proposition.

If you could dig up a file on articles
that answer this question and send them
to me, it will be very much appreciated.

JOWA GATE COMPANY, INC.

R. R. TOEFEL,

Advertising Manager.

Advertising Manager.

NO question torments the advertiser more persistently than trying to determine the comparative value of inquiries from the various inquiry-producing advertising mediums.

It is utterly impossible to answer such a question categorically. For that reason, no articles have ever appeared in PRINTERS' INK on the subject. The question propounded by our correspondent is a subdivision of the broader ques-Which advertising medium tion: is more valuable?

The reason the question can not be answered has often been stated in these columns. Periodically, as it continues to be asked, it needs to be stated again.

The value of an inquiry, whether a personal call, by telephone or mail, depends upon several facmail, depends upon several lac-tors: (A) The proposition per st. (B) Copy, or advertising presen-tation. (C) Whether the group appealed to is large, medium or appealed to a large, medium or small-whether the expenditure involves much, medium or little money. (D) What the person advertised to is asked to do; send money, an order or ask for printed matter or more information.

Advertisers are constantly seeking to make their advertisements more resultful and to use mediums which will yield the best returns. How are advertisers to find out about these things? There is only one way, as there is only one way

to do anything, namely, try it.

The test campaign takes the question to the only person quali-fied to answer, and that is the consumer. Advertisers who stand committed to the use of certain of mediums advertising have generally found by experiment with a number of mediums, which ones bring them the greatest number or the most valuable kind of inquiries. Many articles have appeared in PRINTERS' INK describing the experiences of advertisers in the use of farm periodicals, direct mail, and other methods of advertising to farmers. A list of such articles has been sent to Mr. Toepel and is available to other readers interested in the subject .-[Ed. PRINTERS' INK.

#### A. H. Dessau, General Sales Manager, Goodell-Pratt

Alvin H. Dessau, who has been with the sales department of Printes! Ink and Printes! Ink Monthly for more than six years, has resigned as Eastern manager to become associated with Goodell-Fratt, Inc., Greenfield, Mass., manufacturer of Good tools, as general sales measures.

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sales manager.

He was formerly engaged in advertising agency work and, at one time, was advertising manager of The Stanley Works, New Britain, Conn.

#### F. C. Kenyon, Jr., with Batten

F. C. Kenyon, Jr., formerly with Congoleum-Nairn, Inc., has joined George Batten Company, Inc., as an account representative.

# More People Rush to the newsstands for this magazine



# than for any other . . . IN THE WORLD

NEVER before in history has any magazine, at any price, sold 2,024,617 copies at the newsdealers!

Never before in history has any publication so dominated

the reading public of a nation.

What do YOU know about this new market? Put the facts in your files now. Merely mail the reminder, below.

True Story

1926 Broadway, N. Y. C.

Your NAME below, please

ADDRESS below

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# "Talking in

There are some men in the world who can "talk in millions" without dealing in flights of fancy.

A few newspapers can talk in terms of million lines as easily as in millines. And yet there will always be a certain glamour associated with the word "million".

So you'll pardon us for repeating-

The Baltimore Sun (Morning, Evening and Sunday) gained 1,168,030 agate lines during the first six months of 1926 as compared with the corresponding period of 1925.

You see we feel that no one will take offense at our talking in millions when we have the actual lineage to 926

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# Millions....

back up the "talk". The total Paid Advertising Lineage in the Sunpapers for the first six months of 1926 was 18,222,407 lines.

Advertisers like the Sunpapers' home carrier delivered circulation. The better they like it the higher the advertising totals mount.

Average Net Paid Circulation for Month of July, 1926

Daily (M & E) 243,311 Sunday - - 187,733

Gain of 7,665 Daily and 4,279 Sunday Over July, 1925

Everything in Baltimore Revolves Around

THE



SUNDAY

JOHN B. WOODWARD Bowery Bank Bidg., 110 E. 42nd St. New York GUY S. OSBORN 360 N. Michigan Ave. Chicago

C. GEORGE KROGNESS, First National Bank Bldg., San Francisco

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please don't confuse the Detroit Times with any newspapers claiming to "cover the state of Michigan"why even in the million and a half population of Greater Detroit area we advise another evening and Sunday in addition to our own--we want the advertiser to make money so he can pay more to us in the long run.

# Trade Commission Blames Agency for Fraudulent Advertising

This Complaint Brings Up the Interesting Question As to the Advertising Agency's Responsibility for the Preparation of Questionable Copy

Washington Bureau of PRINTERS' INK

A FORMAL complaint, issued on July 20 and made public last week by the Federal Trade Commission, is exceptional because it names not only the advertiser but also the agency which handled the account and the man who wrote the copy as respondents under a charge of fraudulent advertising.

The complaint is issued "in the matter of" Hobart Bradstreet, Inc., Kling-Gibson Company and William R. Durgin, all of Chicago. Is relates that the advertiser, Hohart Bradstreet, Inc., and the Kling-Gibson Company, engaged in the advertising business, are both corporations under the laws of Illinois, and that William R. Durgin is the chief copy writer of the Kling-Gibson Company and is an officer of that corporation.

The first named respondent, according to the complaint, is engaged in selling courses in gymnastics and methods of gymnastic exercises and named such courses and methods as "Spine Motion" and "Somatic Motion." It is then shown that these courses are widely advertised and alleged that the Hobart Bradstreet concern causes its courses and methods to be advertised by the Kling-Gibson Company and William R. Durgin. Then, after establishing the necessary facts concerning competition and interstate commerce, the complaint continues:

"For the purpose of selling the said courses in gymnastic exercises hereinabove described, the respondents, Hobart Bradstreet, Inc., Kling-Gibson Company and William R. Durgin, unlawfully conspired and agreed together to deceive and defraud the public, and wrongfully to secure purchasers for such courses and methods. Thereupon, the respondent Wil-

liam R. Durgin devised and prepared certain false, deceptive and misleading advertisements, statements, literature and representations concerning such courses and methods, and the respondent Kling-Gibson Company printed and published the same, or caused the same to be printed and published in magazines, circulars and other publications, and to be distributed and circulated among the States. Such advertisements, statements, literature and representations were prepared, printed, and distributed in pursuance of the said conspiracy and agreement, and with the knowledge and consent of Hobart Bradstreet, Inc., and for its benefit. Certain of such advertisements and statements are hereinafter set out, and their false and misleading nature shown."

For the purpose of creating a demand for the courses, the complaint charges that the respondents falsely pretended with intent to deceive that the courses were recent discoveries or inventions and possessed merits superior to other systems of physical exercise. The complaint also brands as false the advertised statements and representations to the effect that Hobart Bradstreet was the inventor of "Spine Motion," and that the method so-called was a strange one.

"Such statements and representations," the complaint continues, "were intended to and did mislead and deceive purchasers and others in that Hobart Bradstreet was not the inventor of Spine Motion, and the course or method called 'Spine Motion' was not a recent discovery or a strange method, and did not possess unusual merits, and was not a basic secret of youth."

A "before and after" advertisement published by the respondents also falls under the condemnation of the complaint. It is related

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that on the left side of the advertisement was the picture of a man labelled "BEFORE taking Bradstreet's Spine Motion," and on the right of the advertisement another picture of the same man labelled "AFTER—the same man after taking Spine Motion just five weeks." The same advertisement contained the picture of another man above the statement, "Hobart Bradstreet 65 years young." It is then charged by the complaint that such advertisements and representations were intended to and did mislead and deceive purchasers, and that they were false and misleading in many respects including the following:

the following:
"The original 'before' and 'after' pictures were taken a few minutes apart and not five weeks apart; the subject of both pictures was acclothing salesman who also sat as a model for illustrations of men's suits, overcoats, etc., and who was ignorant of the use to be made of his pictures; the difference in such pictures was due to the use of light extremes and retouching in the photographic art and not to Spine Motion; the said subject had not heard of Hobart Bradstreet or of Spine Motion, and Hobart Bradstreet was not 65 years of age but was about 53 years."

Another advertisement specifically described by the complaint and designated as false and misleading was a two-page picture of a white-haired, dignified appearing man of advanced age, on whose shoulder leaned a petite young female. This picture appeared above the title "Bride and Groom." A number of statements from the advertisement are then quoted to the effect that the old gentleman is almost youthful at 58 because he keeps his spine one-half inch longer than it would ordinarily measure, that he is Colonel Bemis, an old friend of the writer of the advertisement, that he has been married only a month, that there isn't a happier couple in the State, and so on. All of this, of course, the advertisement credits to Spine Motion; but the Federal Trade Commission has found the statements false and misleading, according to the following charge.

"The 'bride' in the picture was not a bride but a professional model then eighteen years of age instead of twenty; the 'groom' in the picture was not a groom and was not Colonel Bemis, but was a jewelry salesman employed at times as a model; the alleged groom was not a Colonel and had never heard of 'Hobart Bradstree' or of 'Spine Motion' until he read the advertisement in which his picture appears; he had never purchased or used Spine Motion, and his spine is of normal length and not one-half inch longer than it would ordinarily measure."

Not only the advertisements. statements and representations described are held by the complaint to have been devised, printed and distributed in pursuance of the unlawful conspiracy of the respondents to affect and influence interstate commerce, but "divers other advertisements, statements and representations" are included. It is also alleged that the acts of the respondents, as set out in the complaint constitute unfair methods of competition in commerce within the meaning of the Federal Trade Commission Act.

Notice is also given Hobart Bradstreet, Inc., Kling-Gibson Company and William R. Durgin that the eighth day of September, 1926, at 10:30 o'clock in the fornoon, is fixed as the time, and the office of the Federal Trade Commission, in Washington, as the place, when and where a hearing will be had on the charges set forth in the complaint. Under the law, the respondents have the right to appear at the hearing designated and to show cause why an order should not be entered by the Commission requiring them to cease and desist from the violation of the law charged in the complaint.

### R. E. Kane to Join St. Louis Utility

Robert E. Kane, for four years with the Chappelow Advertising Company, Inc., St. Louis, will join the Union Electric Light & Power Company, St. Louis, as advertising manager on September 20.

# Now, Let's Sharpen Our Pencils!

IN THE SUNDAY WORLD it costs \$327.04 per full page to reach every 100,000 New York City homes. The same coverage in *The Sunday Times*, with 159,747 less city circulation, costs \$833.98.

In the City and Suburban Area (within a 25-mile radius) it costs \$278.62 per full page to reach 100,000 homes through THE SUNDAY WORLD. In The Sunday Times, with 143,417 less City and Suburban Circulation, the cost is \$620.97.

Pro-rating the page cost upon the proportion of City to Country and Suburban Circulation, we find that THE SUNDAY WORLD'S excess of 159,747 City Circulation costs \$43.79 per page, or about 2 cents per line!

In the City and Suburban Area, its excess of 143,417 is actually sold at \$106.36 less per page than The Sunday Times, based upon the proportion of City and Suburban Circulation as against Country Circulation.

Here is genuine economy!



PULITZER BUILDING, NEW YORK
TRIBUNE TOWER, CHICAGO



# What It Costs Per Call When Sales. men Install Dealer Displays

Many Factors Make It Difficult to Arrive at an Average

LORD & THOMAS AND LOGAN
LOS ANGELES
Editor of PRINTERS INK:

Have you any figures on the average cost per call for salesmen, or the average

cost per call for salesmen, or the average cost per call for specialty men, or for men putting up window displays?

It costs one of our clients \$5.50 for every call made by one of his dealer service men to put up window displays in retail grocery stores. These men do no selling. About half this cost covers the cost of display material and the balance covers salaries, traveling and overhead.

overhead.

Another client of ours spends \$3 per call for putting up window displays, but the displays are put up by salesmen in the course of their regular work.

Someone told me that the average cost per call for salesmen selling lines such as shoes is seven to ten dollars.

LORD & THOMAS AND LOGAN

DON FRANCISCO.

DON FRANCISCO, Co-Manager.

HERE are two entirely distinct things, namely, the cost of the salesmen's calls and the cost of the calls of dealer service men who install displays whether they do any selling or not. The cost of a salesman's calls may be arrived at by dividing his salary per day by the number of daily calls made. The profit to the house on any sales made by him stands over against the cost of making his calls. Salesmen working on an exclusive commission basis cost the company nothing when they make no sales. salesman stands the loss. company's loss is of another sort.

The cost of calls made by dealer service men who do no selling and salesmen who sell and also install displays, varies for almost every line of merchandise and every territory. Among the factors are the method of compensation; the size of the order or unit of sale; specialty or staple; regular territory calling or pioneering in an unknown territory; introducing a new product of a new company or the new product of an old company; margin of discount to retailer and wholesaler; and whether the territory is a concentrated metropolitan section, subur-

ban, an entire city or small town. Other important considerations are whether the salesmen work with or without automobiles, how much display stuff they have to carry, how long it takes them to make an installation, and the like.

A canvass among sales, sales promotion and advertising managers of concerns that sell the grocery trade has not revealed the existence of average figures. Almost invariably the answer to the question is: "The cost per call depends entirely on the location of the territory and the number of calls it is possible for a salesman to make each day."

The sales manager for a company selling automobile specialties, located in New York, travels a crew of specialty salesmen These men throughout the East. are paid a straight salary. cost of dressing a dealer's window, we are told, averages about \$1. This does not include material. The cost of material averages from 85 cents to \$1. The total cost per call in this instance therefore runs from \$1.85 to \$2. While this figure holds for sections of York, Connecticut New Massachusetts, the cost of calls is higher in some of the more scattered Pennsylvania territory.

A certain large manufacturer who sells the grocery trade has recently been making a survey of the average cost of making calls by specialty men who put up window displays. The survey, so far as it has gone, shows that the average cost per call is somewhere between \$1.25 and \$1.50. This figure is arrived at on the basis of ten calls a day, maximum, or approximately sixty calls a week. and by figuring the compensation of the salesman at \$35 to \$40 a week salary and \$5 a day for traveling expenses. The cost of the display material is not included in this estimate.—[Ed. PRINTERS' INK.

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In Louisiana and South Mississippi The Times-Picayune dominates a billion dollar market. Within a radius of 100 miles of New Orleans live nearly 1.200.000 people. With no other city easily accessible this territory is completely dominated from a trading standpoint by New Orleans. Railroad statistics show an average of 5000 persons per day visit New Orleans, the great majority of them coming from this radius.

Farm property alone in this radius is valued at \$212,364,310, farm products at \$86,017,564 per year and industrial products at \$494,968,419 per year.

And only one newspaper. The Times-Picayune, covers this market. The banker, the planter, the merchant, the mill owner, the stock raiser, depend on The Times-Picayune for the news of the world and for buying information.

Advertisers and potential advertisers in the New Orleans market can reach—and sell—this 100 mile profit-radius only with New Orleans one big newspaper.

# The Times-Picayune in New Orleans

Member 100,000 Group of American Cities, Inc.

Representatives: Cone, Rothenburg and Nose, Inc. Pacific Coast Representatives: R. J. Bidwell Co.

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# The Advertising Leader

THE overwhelming lead of The Country Gentleman as an advertising medium through which to reach more than 1,300,000 high grade American farm families, is best shown by this comparative percentage ranking of the advertising lineage carried in July, 1926, by the national farm papers.

Of a total of 84,245 lines\*
The Country Gentleman carried 49.5%
The 2nd National Farm Paper carried 17.0%
The 3rd National Farm Paper carried 10.0%
The 4th National Farm Paper carried 10.0%
The 5th National Farm Paper carried 8.9%
The 6th National Farm Paper carried 4.6%

This statement was prepared before figures of the Advertising Record Company were available. Some slight differences, therefore, may appear from this statement.

## THE FAMILY FAVORITE

THE COUNTRY GENTLEMAN has gained the largest circulation of any national farm paper solely on its editorial merit. It is edited to appeal to high grade farm families—and it does. More than 1,300,000 of the leading farm families look forward to its arrival each month. We say families advisedly because out of some 12,000 letters from subscribers, received recently by the editor, more than half—52% to be exact—specifically stated that The Country Gentleman was read by every member of the family.

# **Quntry Gentleman**

The Modern Farm Paper More than 1,300,000 a month September Issue Now On Sale

THE CURTIS PUBLISHING COMPANY INDEPENDENCE SQUARE, PHILADELPHIA, PENNSYLVANIA

Advertising Offices: Philadelphia, New York, Chicago Boston, San Francisco, Detroit, Cleveland

# "WHAT IS BALANCED APPEAL?"

As used in connection with BETTER HOMES and GARDENS, "Balanced Appeal" has two important meanings:

First, that BETTER HOMES and GAR-DENS is editorially of vital interest to both sides of the family—men as well as women.

Second, that BETTER HOMES and GARDENS readers look not only to the editorial columns but also to the advertisements for suggestions on making and improving homes and gardens.

And in both ways the balanced appeal is important in helping advertisers to secure such remarkable returns.

## BETTER HOMES and GARDENS DES MOINES, IOWA

More Than 800,000 "Active" Families

called trying line. that would were it, b know ket v ready

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# Beware the Spite Sale!

It Can Wreck a Business in Quick Time

## By Hiram Blauvelt

Vice-President, Comfort Coal-Lumber Co., Inc.

A SALESMAN of a well-known nationally advertised product called on us for about two years trying to get us to put in his line. I gave him absolute assurance that when the time was ripe, we would buy his product because we were sold on it, and believed in it, but that from our intimate knowledge of the immediate market we felt the trade was not ready for his product as yet. But the salesman was not satisfied. He tried to threaten us into buying at once by saying that if we did not take on the line, another dealer nearby would. I warned him:

"That dealer is not on the level. He has used some questionable merchandising methods. Other dealers do not like him and do not trust him. He is a price cutter and will cause you a lot of trouble by continually breaking your advertised retail price. My advice would be not to sell him."

But the salesman was thoroughly angry. He went out and sold the other dealer, more in a fit of bad temper and spite toward us than for any other reason since he knew there was no comparison between the desirability of the two accounts. This single spite sale did much to kill his product among the dealers in our section of the county.

There are four classes of dealers to whom the spite sale is made:

I. The fairly desirable dealer. It is to be presumed that the salesman was working on the most desirable account in town, and being unable to sell that right away, lost his patience, and decided to sell the second-best man. The unfortunate part is that the best dealer is then forced to stock the competitive product. When he does this unwillingly, he will frequently stock a competitive line of cheap price and inferior quality

so as to undersell the other line. This usually leads to a price war which works to discredit all products of that nature. The worst part of it is that it is not friendly, legitimate competition, usually, but genuinely bitter. Very probably, if the salesman had sold the best dealer first, the latter would have had no objection to his selling the second dealer later on, but to reverse the order creates jeal-ousy and leads to bad merchandising.

II. The weak or irresponsible

II. The weak or irresponsible dealer. His financial statement is not too strong. This man is usually notorious for price cutting and bad business practice. He does not need much description as he is the type already described in my conversation with the salesman previously mentioned.

III. Illegitimate dealers. In almost every line there are usually a lot of people trying to get wholesale prices who aren't dealers at all. For example, in the building material field, some building contractors go to the extent of writing to manufacturers for prices on a fake letterhead. These twilight zone dealers do much to disrupt retail trade. To sell them is nothing more or less than selling direct. Such a contractor-dealer, for instance, would use as much of the material as he could himself on some contract of his own, and then cart the remainder all over creation at absurd prices, figuring that he has made his profit in buying direct. With motor trucks extending the business radius sometimes to fifty or sixty miles, such a man becomes increasingly dangerous to legitimate channels of dealer distribu-

The unfortunate part is that it is to such dealers that spite sales are made. Veteran salesmen and wise manufacturers will have nothing to do with these elements, so that

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selling these two classes is usu-

ally very easy. IV. New dealers. Some salesmen have an urge for starting new accounts. It looks good on the report sheet. I have known cases where a poor salesman, unable to sell his product to good dealers, has opened up new dealers in a certain territory. Before there was a small profit for one dealer; now there is scarcely a living for two. The result is that everybody suf-fers, simply because a salesman thought he was doing something smart. This matter of starting new dealers or opening new accounts is a very ticklish one which should be exceedingly carefully handled, especially in smaller cities and small towns, where the amount of business is decidedly limited. It is liable to kill all the products in that line for years to come. is an especially dangerous and unfortunate form of the spite sale, and is very seldom profitable.

I have known certain manufacturers of building materials to kill the whole territory of Bergen County, N. J., through some form of spite sale. This is very often due to the salesman, himself, getting discouraged or disgruntled. Sometimes, it is due to the sales manager pressing too hard for too high a sales quota. Other times, the branch office is sweating blood to make a desirable showing. Sometimes, a new manager wishes to get too quick results to justify his having been given the position. Almost always it is a lack of patience on the part of the home office to wait for a steady volume off sales slowly built up on a permanent basis, and a spirit of spite on the part of the salesman. Sometimes, a salesman tries to scare a dealer into buying by stating that another notoriously bad dealer is after the line. The dealer does not bite, and the sales-man has to carry his bluff through.

One case has come to my attention where an entire State was lost to a large manufacturer because of a spite sale policy. It got so bad that no dealer in that State would touch his product, considering it more or less "boot-

leg" merchandise, and the legitmate dealers' voluntary boycomes began to spread to other States. With the close association of dealers in the building material field, a condition that is likewise prealent in almost every other business today, this information would have spread among the dealers of the entire country, and would have cost the manufacturer a huge volume of sales, all on account of an original spite sale policy in one State, probably the fault of a single salesman or the sales manager of that division.

In this way, an incalculable amount of damage can be done by a single salesman or district sales manager who has a tendency toward spite sales. Dealers everywhere are quick to hear about it, and very often a blow is given the product from which it never recovers. I have in mind a manufacturer who consistently practiced the last three systems of spite selling because we would not take on his line until we had some assurance of what his policy was going to be. He got tired of waiting and tried the other way with the result that he has some very bad credit tangles now, and has re-cently come to us begging us to take his line on, with a promise that he will give up his old methods. Naturally, we would not and could not do it.

The credit rating of the dealer has a decided bearing on this subject. Sales managers and salesmen should always remember that the ease with which sales are made increases in direct ratio as the credit risk increases. Consequently, when a salesman loses his temper and goes off to make a spite sale, all that is necessary, practically, is to walk into the offices of the questionable dealers to take the order.

This is another reason why the spite sale is so unprofitable; it usually involves tied up capital in accounts receivable and often actual losses. Few salesmen seem to realize that a sale is not a sale until the money is collected. It is my belief that salesmen's commissions ought not to be paid until the

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Sc DAILY

SEPT. 2, 1926

10c SUNDAY

## BURROUGHS JUNE INCREASE IN LOS ANGELES IS 133%

## EXAMINER ONLY NEWSPAPER USED

The Burroughs Adding Machine Company increased its business 133% in Los Angeles during June, and the only newspaper it used was The Los Angeles Examiner! The 133% increase was 28% higher than the national average of 105% which resulted from a widespread use of carefully selected media to carry the Burroughs' message.

Such was the word received recently from W. C. Sproull, advertising manager of the company. He wrote, as follows:

"Our recent campaign featuring the \$100 Burroughs Portable Adding Machine, which ran in Examiner Los Angeles and selected list of papers in other cities, resulted in an immediate increase in national sales of 105% during June. In Los Angeles alone, the increase in June was 133%.

"Most of our orders are being received from retail merchants, professional men, and business offices, both large and small. Some machines have been sold to private homes. Many are now being used by contractors, builders, real estate men, plasterers, painters and even lodges and churches.

". . . we want to thank you for the splendid co-operation extended us by The Los Angeles Examiner, and to acknowledge the response of your readers to this campaign."

### "IT'S A MAN'S PAPER, TOO!" SAYS WILSON

SAYS WILSON

"A man's paper, as well as a
wennan's."

That was the deciration, of William
H, Wilson, Mid-West representative of
response Litaminer, when he
had the many control of the control
was a purchasing suident of the control
was a purchasing suident stand by past
and present performances," and Wilson,
warm place in the heart of its men
readers. But here is a tangible and
outstanding ladication of how if puid
upon men's pooketbeeks, bity files show
may others; in financial offerings,
yellow automobiles, men's cisting,
"What a rare combination is a newpaper: Equal puiling power and equal
interest for both men and women
readers."

Wilson's office is at 915 Hearet
Building, Chicago, Illinois.

### 587.736 AUTOS IN LOS ANGELES COUNTY

As in the past, Los Angeles County, for the first six months of 1926, shows the greatest number of automobile registrations of any county in the State of California, with a total of 587,736, according to computations of the State Division of Motor Vehicles.

San Francisco County showed second with 116,427 registrations, Alameda County ranked while third with 110,535.

Every one of the 58 counties of California have shown an increase in the number of registered automobiles, making a total for the year so far of 1,549,093, a gain of 166,272 over 1925.

money for their sales is paid, and also there should be a penalty percentage deducted from a salesman's commission for every loss which is suffered. Credit and selling are too closely interwoven to be divorced. The evil of the present system stands out very plainly in the case of the spite sale, where the credit department usually has to whistle for the money, and whistle hard.

One of the best ways to control the spite sale is to sift out the desirable dealers at the main office before the salesmen go out, and permit them to sell no one without the approval of the house, if they are not on this list. Today, with so many trade associations, lists of the most desirable dealers in almost every business can be secured from the secretaries of these trade organizations. In the building material industry, for instance, the New Jersey State Association and the New York State Association have these printed in pamphlet form, and salesmen may obtain them from the secretaries

of the associations.

Sales managers, in making up their lists of desirable dealers, would do well to consult the leading retailer in a particular section, who is usually able to give unbiased information on everyone in the district. The Upson Company, I believe, uses this method, for it has been to me several times to check its list, and I have often helped manufacturers in other lines in the same av.

### New Accounts for Arnold-Kraft Agency

The Kent Hatcheries, Kent, Wash., producers of Skookum Chicks, and the Moran School for Boys, Rolling Bay, Wash., have placed their advertising accounts with Arnold-Kraft, Inc., Seattle advertising agency. Kent Hatcheries will use farm papers, poultry journals and direct mail. Newspapers in the Pacific Northwest will be used by the

Moran school.

The Vance Lumber Company, Seattle, also has placed its account with the Arnold-Kraft agency.

### Death of Robert Froh

Robert Frob, art director of the Arnold Joerns Company, Inc., Chicago advertising agency, died at that city on August 26.

### "Lumber World Review" Sold to A. R. Kriechbaum

A. R. Maujer, president of the Lunber World Review, Chicago, has sold that publication to A. R. Kriechbam, president of the Kriechbaum Publishing Company, St. Louis. Mr. Kriechbaum is organizing a con-

Mr. Kriechbaum is organizing a conpany, Chicago Lumberman, Inc., at Chicago, to take over the magazine. The name will be changed to the Chicago Lumberman, which will star publication as a monthly magazine in September.

Schuyler Drury, advertising manager of The Lumber Manufacturer & Dealer, published by the Kriechbaum compan, will be editor and general manager of the Chicago Lumberman. Mr. Kriechbaum will be president of the new corporation; O. L. Miller, vice-president of the Kriechbaum company, will be vice-president, and Ralph T. McQuinn, managing editor of The Lumber Musufacturer & Dealer, will be secretary and associate editor.

### Morris-Jones & Stewart, New Advertising Business

Morris-Jones & Stewart is the name of a new advertising service that has been organized at New York by D. Morris-Jones and Edwin J. Stewart. Until recently Mr. Morris-Jones had been vice-president of the Andrew One General Advertising Agency, Inc., New York, with which Mr. Stewart also has been associated. Mr. Stewart also has been associated. Mr. Stewart also since been with the Alfred N. Williams Company.

### Pacific Coast Display Men to Meet at Seattle

"The Advertising Value of the Window Display" will be the theme of the third annual convention of the Pacific Coast Association of Displaymen, which will be held at Seattle from September 20 to 22.

Practical demonstrations and competitive window displays for which prizes will be awarded are to be an important feature of the convention.

# Waldo Hawxhurst Joins "Harper's Bazar"

Waldo Hawxhurst, formerly Eastern advertising manager of System, as more recently with Olmstead, Perin & Leffingwell, Inc., has joined the Eastern advertising staff of Harpa's Basar, New York.

### R. L. Rubel Advanced by Chicago "Daily News"

Roy L. Rubel, who has been with the advertising department of the Chicago Desily News for a number of years, has been appointed manager of sales promotion.

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# JANUS -registers surprise!

THE Roman God, Janus. is assumed to be the guardian of each new year.

Can you visualize Janus looking into the past of Miami and making comparisons with present-day, NORMAL Miami? Note that he registers surprise—for excellent reasons! Prosperity and substantial growth *are* rampant in the Miami of TODAY; a city of homes and towering skyscrapers!

The advertising columns of the Miami Herald express the enterprising spirit of the men who are making Miami the country's most progressive city.

The Herald's circulation, which today exceeds by 23% that of the same period last year, authenticates its popularity in the Miami Field. No other Miami paper can offer the National Advertiser so complete a HOME COVERAGE—as the HERALD.

The

Miami Herald

PLORIDA'S MOST IMPORTANT NEWSPAPER

FRANK B. SHUTTS, Publisher

Is your product sold on the most famous street in America

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THOUSEHOLD

THE MAGAZINE

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MAIN STREET runs through
with a population of less than
25,000. It's the buying market
for fifteen and one half million
American families—families
that are 98% literate—progresively American—with the finest
buying standards in the world.

Have you ever really reached this compact majority of the nation's buyers? It is astonishing howoften the vast potentialities of Main Street are pinned vaguely to other objectives. Metropolitan circulation shoots over it—farm coverage goes under—Small Town America, he real meat of the sandwich, smissed by the scattered attack.

Main Street has its own excluive medium! The HOUSEHOLD MAGAZINE is published and edited in the interest of Main Street—and sold on Main Street. Its circulation of 1,650,000 gives the largest concentrated coverage of this market. Without any waste, The HOUSEHOLD MAGAZINE selects for you a vast one-minded class of buyers—unanimously responsive to the same appeals—surging as a unit toward the things it wants. An ideal objective for the national advertiser!

The rediscovery of Main Street by American Business is the most significant development in modern advertising. The facts of Main Street's progress and looming importance as a manufacturing outlet are emphatically worth knowing. We would like to place them before you.

CHICAGO: 608 S. Dearborn Street

NEW YORK: 120 W. 42nd Street

# MAGAZINE

OF MAIN STREET"

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"Where Buyer and Seller Meet"



## Proper Dealer Registration Therein Proves Value In Profits

Your general advertising creates good will and acceptance of your product against the time when the prospect is

in the market. But does it pay the proper dividends? Does the consumer know the name and location of the nearest dealer when the point of purchase is reached?

A permanent record of all of your local dealers is the outstanding link in any Thistrademark appears advertising chain of all in directories of leading products.

Can the prospective buyer go directly to the proper source of your supply?

Those of remarkable memory canperhaps. mental

tribution." It's free.

Why not eliminate this hazard" by having your products and list of dealers properly registered in your City Directory and add a line at the bottom of your national advertising "For name of local dealer consult your City Directory" to insure the most profitable results from that advertising investment?

For details of this logical tie-up send for brochure, "Reference Advertising as an Aid to Dis-



## ASSOCIATION of NORTH AMERICAN DIRECTORY PUBLISHERS

Headquarters 524 Broadway, New York City

## What to Include in Merchandising Books for Dealers

An Analysis of the Contents of the Dealer Merchandising Books Issued by Seven National Advertisers

## By Ruth Leigh

ALMOST every manufacturer whose product is sold to the consumer over retail counters, at some time faces this problem: What is the best way to tell our complete story to the retail merchant, so that he will know every step in merchandising our product?

Most national advertisers find their answer in the merchandising book. Instead of presenting a piecemeal story to the dealer by means of leaflets, broadsides, circulars and cards, the complete explanation is handed to Mr. Dealer

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One advertiser, contemplating such a merchandise book for dealers, hit on the practical plan of making a detailed study of similar books issued by other national advertisers in widely different lines of business. From this there resulted a practical answer to a natural question: What is the most important information to include in a merchandise book for dealers? Here are the merchandising

"Successful Retail Selling: A Store-keeper's Guide." Issued by The National Enameling and Stamping Co., Milwaute, Wis., Nesco Oil Cook Stoves, etc.
"Fruit Displays That Sell: A Reference Book of Merchandising Ideas." Issued by The California Fruit Growers Exchange, Los Angeles.
"How to Build a Profitable Battery Business." Issued by the United States Light and Heat Corporation, Niagara Falls, N. Y., U. S. L. Batteries.
"How to Get More Women Into Your Store by Selling More Art Needlework." Issued by the Bernhard Ulmann Co., Inc., N. Y. Bucilla and Glossilla stamped articles and embroidery silks.
"How to Sell More Notions: Based on Actual Experiences of Leading Merchants." Issued by the I. B. Kleinert Rubber Co., N. Y. Kleinert's Rubber Goods.
"Petailing the Coffoid!" Issued by

Goods. "Retailing the Coffield." Issued by The Coffield Washer Company, Dayton, Ohio.

"The 1925 Green Book" and "How to Make Greater Profit from Your Shoe

Store." Issued by The Daniel Green Felt Shoe Co., Dolgeville, N. Y. Comfy Slippers.

Before reporting on the editorial contents of these merchandising books for dealers, it may be interesting to advertisers contemplating a similar book to consider their physical appearance. It is significant to note that with only one exception, the books are practically uniform in size. When closed, they measure 81/2 by 11 inches. This appears to be a practical size, both from dealer's and manufacturer's viewpoint. All seven representative books have covers in color: four books have covers of varying shades of tans and browns; two have Delft blue covers; one (because of its name), "The Green Book," has a green cover. With two exceptions, all are printed on a good coated stock.

From the list previously given, it will be noted by studying the titles that the "how to" title is most popular, no doubt because of its tendency to intrigue interest. It is, perhaps, the easiest way to explain, in title form, the definite purpose of the merchandising book.

The contents of the seven merchandising books follow, in most cases, the arrangement of most retailing books, covering in greater or less detail subjects ranging from store location to methods of paying salespeople. One criticism that can be made of some advertiser's books is that they attempt to cover too much ground. The writer's contacts with merchants large and small indicate that the average retailer does not expect or demand a liberal retailing education from these merchandising books. For instance, it is almost waste of space, in such a book, to tell a merchant how to find a location for his store. Would it not be better to

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assume he has a store, in a fairly satisfactory location, and use the space to tell him how to merchandise the advertiser's product?

The subject of departmental location is more important and deserves adequate treatment. I. B. Kleinert Rubber Company's merchandising book handles this, and other subjects, in an interesting way. Instead of telling Mr. Dealer what he should or should not do, in rather arbitrary fashion (it is difficult to avoid being too arbitrary, too dictatorial in these "how to" merchandising books), the Kleinert book, in many instances, talks in terms of dealer experience. For instance, the book covers the subject of notion department location by giving the opinions of different merchants. Dealers were asked: What do you consider the best location for a notion department? The book then relates:

43 said front of store 21 said centre of store
6 said rear of store
5 said main centre aisle
11 said near dress goods, silks and

patterns
1 said depends on store arrangement
1 said near trimmings and lace

An advertiser preparing a merchandising book for dealers will do well to present his material, wherever possible, as the experiences of other merchants. This makes the suggestions real. The USL Battery book is another excellent illustration of this method. Almost every suggestion in this book has a practical illustration. When the USL battery dealers are urged, for their own financial good, to discuss money matters freely with their local bankers, this suggestion is illustrated: "For example, Mr. R. E. Foster, of Electrical Service Company, Cedar Rapids, Iowa, attributes his exceptional success and advice to his banker. At times when prices were advancing etc." Unquestionably, retailers are interested in learning the experiences of other merchants, and it is advisable to use such incidents wherever possible.

The subject of departmental arrangement is important to dealers and suggestions in the books

analyzed are presented in various ways. For instance, the Ulmann company's book has a useful, fullpage drawing, done by a draughts. man, of a complete Art Needlework department. This is a model for any merchant to follow. It shows table arrangements, measurements of show cases, and other practical information that always interests dealers.

Almost all of the books contain suggested methods for keeping stock, and an advertiser in giving these hints to a merchant must make provision for competitive lines. Some of the books forget the fact that a dealer will carry other stock than the advertiser's.

A merchandising book for dealers is almost incomplete without suggestions for keeping stock. The USL Battery book tells dealers how to keep a card record system as a perpetual inventory. This sort of information is extremely valuable to a small mer-Quite the opposite to this practical handling, is the general glossing over of this subject done in one of the books. Instead of giving specific suggestions, the book merely says: "Never Miss a Sale' is the slogan of the successful retailer. Therefore, without burdening himself with swollen stocks, he will always nicely manage to have a complete stock on hand, in just the right amount never falling short of any item. Here again dependable stock records are valuable."

That type of material is resented by the average merchant. General "do" and "don't" suggestions mean little to him; he wants practical helps. If you want him to keep his stock up, give him a practical method for doing it-a suggested system, such as the USL Battery book offers.

A fair criticism of most merchandising books is that they do not give the dealer sufficient help in handling, training and paying salespeople. Here's a subject on which the dealer is often ignorant, and willing to admit it.

The Coffield Washer Company's book handles the subject of the sales force in a thorough, interest-

# They did not walk!

(Reprinted from Time, issue of August 30, 1926)

#### Arbiter

el

New Orleans, in hot August, was threatened with a street-car strike. Workers and operators were dead-locked over a minor absurdity. The strike order was posted. City officials gnawed their lips and wondered warily how a tie-up would affect their political credit. Newspapers printed bulletins and pleaded editorially for a reconcillation; pleaded wisely, impartial and aloof, but without much effect, as is the way with newspapers.

Then occurred an episode unusual to modern journalism. Away from his piled-up desk in Union Street strode Editor Marshall Ballard of the New Orleans Item-Tribune. Like any able editor, he had followed the traction situation closely, knew it thoroughly. telephone he had assembled the street-car operators, the workers and the city's Commission Council. To them he now marched and with a few crisp words of common sense, a bit of gruff humor and some judicious ejaculations, soon brought concord out of conflict. The strike was off. New Orleans, in hot August, did not walk to its work or play. The carmen adopted a resolution of thanks to Editor Ballard for "injecting" himself into their affairs.

It was most unusual for a 20th century editor, in a big city, to do such a thing—to descend from his rostrum, divested of the edi-

torial "we" and its ulterior formality. Most big-city editors would have "played" the streetcar strike to sell their papers, or simply viewed it in irritated detachment with no thought but that every one concerned must "stew in his own juice." The editors of the New York Times and Herald Tribune and World and Journal and Daily News and Mirror and Post did not march anywhere when Manhattan was suffering a July subway strike. And then, Editor Marshall Ballard of the oldest afternoon papert in the South is no common He is an intellectual editor. roughneck. inheritance is from the stock that bred Chief Justice John Marshall of Virginia. He acquired a scientific background at Johns Hopkins. His breadth of literary background is suggested by a monster, high-ceilinged library in his big airy house on Bay St. Louis, far across the bayous on the Mississippi coast. Editor Marshall Ballard, with his loose, comfortable clothes, vigorous address and unconcerned habits, epitomize the talented Southern individualist in an age of "mass circulations" and commercial editorial "we's."

†Published by James M. Thomson, sonin-law of the late Champ Clark of Mis-

# New Orleans Item-Tribune

National Advertising Representatives: GEORGE A. McDEVITT CO.

ing and practical manner. The headings in this chapter give an idea of how this subject is disidea of now this subject is discussed: "How Many Salesmen to Have," "Types of Salesmen to Hire," "How to Advertise for Salesmen," "Basis of Hiring Men for Field Work," "Basis of Paying Store Salesman," "Paying for Demonstrations," "Verification of Sales," "Sales Instruction," """ " Sales," "Sales Instruction," "Sales Quotas," "Sales Contests," and so on,

In some instances, as in the Nesco Cook Stove Book, actual selling of the product is not outlined, but reference is made, for the dealer's information, to the company's manual for retail salespeople. The best merchandising books do not attempt to teach the actual selling of the product. In-stead, the merchant is told more about the importance of regular meetings, training methods, and methods of maintaining employee

co-operation.

Of course, the original object of most merchandising books is to provide the merchant with advertising, selling and display suggestions, and the majority of books analyzed devoted considerable space to these subjects. Reproductions of window displays, reproductions of electros, cuts, slides and other helps are an integral part of the successful merchandising book.

It is not the function of such a book to sell the merchant on the product, although two of the books attempt to do this. Rather, it is better to assume that Mr. Dealer knows the product and approves of it, having stocked it. A page or two about the company, its plants and its officials may not be amiss (the Nesco and the Sunkist books devote space to these subjects), but on the whole, it would seem reasonable to suppose that the dealer is already sold on the product by the time he is prepared to merchandise it.

The most successful merchandising books give the dealer suggestions for figuring prices and profits, because if there is one phase of merchandising on which the small merchant needs help it is that. The Nesco Cook Stove book under the headings: "How to Figure Profits," and "Profits and Turnover," gives helpful, concrete illustrations. A particularly clear, usable explanation is outlined, with illustrations, under "How to Figure Turnover."
The Sunkist book gives its deal-

ers highly useful information on figuring selling prices of oranges and lemons by means of tables which save a merchant time and

trouble.

In preparing a merchandising book, advertisers should keep in mind one important point: to include, if possible, only data that are more or less permanent in character. Reproductions of cuts. slides, electros that are frequently changed (especially of style merchandise), serve to make the book quickly out of date. A merchan-dising book, like a text, is best when it is permanent in character, so that a dealer can refer to it season after season without feeling that the material is stale. For that reason, it may be advisable, if reproductions of advertising material are included, to tip them in or insert them loosely. Certainly, this helps to preserve the book as a permanent reference for the merchant.

### Made Advertising Manager of New Orleans Bank

The Hibernia Bank & Trust Company, New Orleans, has appointed Mark Bartlett advertising manager. He succeeds William B. Wisdom, who has become associated with the New Orleans office of Hausman, Gwathmey & Company of the State of the State

### Has Insurance Account

Harold D. Menken, New York advertising agency, has obtained the advertising account of the Brooklyn National Life Insurance Company, Brooklyn, N. Y. Newspaper, outdoor and diretmail advertising will be used in a local campaign to start in the fall. Plans call for the use of magazines as the campaign develons. campaign develops.

## Greensboro Office for Asheville, N. C., Agency

Shepherd Advertising, Asheville, N. C., has opened an office at Greensboro, N. C. George D. Dermody, recently an account executive with the Asheville office, is manager of the asw office.

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HAS THE JEW LOST HIS RELIGION

Are the things that made the Jewish race great being for saken? Read this in

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Success Magazine

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# EDITORIAL PERSONALITIES



"C. H. T."

Nothing we could say better expresses our feeling about Mr. Towne than the following comment reprinted from the August "Bookman:"

HARPER'S.

2, 1926

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# EDITORIAL PERSONALITIES

"Charles Hanson Towne has become the new editor of HARPER'S BAZAR. For Mr. Towne we have the most kindly wishes. He has been too long absent from the editorial circle. He is one of our best editors, and in HARPER'S BAZAR I believe he has special talents."

"Mr. Towne is one of those persons to whom the gods were a bit too prodigal in their gifts. That is why he will always be a greater editor than a writer. He is poet, actor, wit, novelist, essayist, critic—and he is good at all of them. He has taste. He knows social manners and matters. What better qualification could the editor of a smart magazine have? I advise you to watch the pages of his magazine. You will find them filled with wit and beauty, both of which he knows well."

"Everyone in the editorial fraternity heard with joy of this new appointment, and authors, publishers, and all concerned, including the public, will do everything in their power to make Mr. Towne's duties pleasant and successful."

Charles Hanson Towne is the director of an all-star cast. From lime to time we will bring before you various members of bis company—authorities on fashion, art, literature; and these will continue to make Harper's Bazar the final arbiter it has always been. No magazine is so generous in its gifts to readers. Every contributor, in every department, is the leading authority on the subject dealt with. Harper's Bazar is the last word in aristocratic editing.

BAZAR

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# Minnesota Herds Again Make Good

Brookmire's recent report says "Dairy and poultry, which account for 40% of Minnesota's gross farm income, remain in comparatively strong position."

Dairy products this year will bring Minnesota farmers 145 million dollars and poultry products 29 million.

The total value of Minnesota farm income (Brookmire estimate) is greater than the 1923-1925 average.

There is farm money in the Northwest. And just one weekly farm paper. That's why so many schedules include



The Northwest's Only Weekly Farm Paper

Standard Farm Papers, Inc., 307 No. Michigan Ave., Chicago, Ill.



Wallace C. Richardson, Inc., 250 Park Avenue, New York

A Northwestern Institution Since 1882

Member Standard Farm Paper Unit

# Have Your Missionary Men Call Only on Key Dealers

Let the Jobber's Salesmen Call on the Rank and File-That Is Their Job

## By Jesse Calvin

THIS is the problem a sales manager was recently called on solve: His superior officers told him that he would have to cut his missionary selling force squarely in two. He was working a force of some fifty men and covering a well-defined group of States. Over a period of three years, this missionary work had been going on and in practically every territory promising headway was being made.

Then came the notification that the financial requirements of the moment made it necessary to curtail the selling budget. It simply had to be done; there was no use discussing the matter and that was

all there was to it.

Now, the problem that confronted this sales manager was not whether he should continue his field work. That was settled in advance. He could continue with twenty-five men. His real problem existed in how to reduce his force and do the least amount of harm in so far as his standing in the territory and his volume of business were concerned.

He might decide to withdraw twenty-five men from the more distant territories and depend for volume on operating in the nearat-home markets. But if he withdrew his men from the outlying markets, his brand strength, such as it was, would vanish practically overnight. The moment it became generally known that the line was no longer being pushed to the trade, the jobbers' interest would cease and competitors would leap in and snatch away the accounts so painfully developed. This would result in cutting down of volume to a point which would seriously affect manufacturing operations and costs. The rising costs, brought about by a lowered output, might almost offset the saving in selling expense.

Here was a case of having to do
the whole job of holding the entire territory with twenty-five instead of fifty men. The volume of
business and the distribution had
to be maintained with half the
force. In short, it was not a case
of drawing in, but a case of making each man twice as productive.
This company, in developing its
markets, had been working intensively and thoroughly. No stores
had been overlooked. The dealers
were worked conscientiously and
thoroughly in regular order. Big
stores, little stores, all were covered
religiously. There had been no
skipping about. It was regulation
missionary selling, with the missionary orders turned over to the
jobbers to whom they fell.

"Why can't we expect the jobbing men from the various wholesale houses to sell the goods and maintain the distribution?" one of the men outside the sales depart-

ment asked.

"We can't expect the jobbing men to do it because they can't and won't do it," was the reply. "They have several thousand things to sell. If a buyer asks for our line, the jobber will give it to him, but we can't look to the jobbing men to take the place of our missionary men."

And that was that. Each man who was retained had to cover two

territories.

#### ONE MAN GETS AN IDEA

In the course of a week, the house got a letter from one of its men: "You've been judging my work in the past by the number of missionary orders I sold each day and the volume of business these orders represented. Right now, working two territories, I can still continue in that way, but I can do you more good if you will stop judging me by my own sales but judge my work by the amount

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of business you get from the three jobbing houses that work in my market and through whom I work. I think I know how to make the jobbing men work, and if the plan succeeds it will not only hold up but increase the old volume. However, it won't be fair to judge me and my work merely by my own actual missionary orders."

That was agreeable to the house and the salesman was told to go ahead on that basis. In fact, the management offered that salesman a commission on all the jobbing business over and above the same periods of the year before.

Here is how this salesman planned the work: There were, approximately, 250 dealers in the two territories he covered. This included large ones and small ones and all those in between. To try to cover them all, and give each man a full and complete going over at sufficiently frequent intervals, was out of the question.

A careful analysis of the combined markets brought to light the fact that approximately three-quarters of the total business was done in about sixty to seventy of the 250 stores, with possibly another ten or fifteen stores in the running.

#### SPECIALIZE ON BIG DEALERS

The problem, then, resolved itself into this: Could this salesman so intensively cover these eighty-five stores and work with the owners and the clerks so thoroughly that he could make his line the leading seller in the big ma-jority of them? Looking at it from that standpoint, the problem became comparatively simple. appeared to be a case of carefully specializing on the leading stores and developing them to the point where they were making a real success in handling the line. With the leading stores featuring the line and making it profitable, the jobbing salesmen, as a mat'er of course, would supply the smaller stores. The smaller stores logically take their cues from the leading stores in the neighborhood.

And right here is the salient point to keep in mind—when a manufacturer sells direct to the retail trade, he must obviously call on every store, large and small, otherwise he cannot have perfect distribution. But when he is distributing through the jobbing trade, he must, of necessity, look to the jobber to maintain a perfect distribution. The manufacturer's duty is to keep the product on the move in the market, but plainly that means getting the key stores to handle it and feature it. Missionary work must cling to what its name implies—aid the jobber—hot try to do the whole-saler's job.

Many a manufacturer has carried his missionary activities to such an extent that it has forced his own cost of selling to the point where it leaves little profit for the jobber. Then, the tendency is for the jobber to cease being interested.

For several years, a manufacturer was carrying a force of four men to maintain his distribution in a certain city. He was often tempted to increase this to five or even six men because of the apparent difficulty of maintaining his volume with four men. The outstanding trouble lay in the fact that the jobbers through whom he was distributing his goods were apparently willing to do no more than fill orders. And every once in a while some jobber was being accused of being short of his line and substituting with other lines. Each jobber was also interested in pushing some competitive product on which he seemed to be making more money. The manufacturer's cost of selling was going up. jobbers were taking less and less interest in spite of the increased demand which the manufacturer was plainly getting through his advertising and the distribution he was maintaining through his sales work.

Then, one day he became well acquainted with one of the local jobbers. Both told their troubles. Each explained to the other how impossible the local condition was becoming.

When the manufacturer had explained to the jobber that his four men were costing him over \$1,000 a month and that another \$1,000 a month was going into advertising

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and that this investment was being checkmated by the opposition of the very houses to whom the manufacturer looked for support, the jobber pointed out the other side of the matter.

Competitive conditions had resulted in the jobber being obliged to handle that particular item at such a close margin that he could make no profit out of it. In self-defense, he had had to instruct his men to push the sale of another product—harder to sell, with less demand, but still a product on which the jobber could show a profit, if he did any business at all. Plainly, the manufacturer and

Plainly, the manufacturer and the jobber were not working in harmony. All the talk about "cooperation" amounted to nothing because there was no common ground established.

During the course of the evening, the jobber suggested to the manufacturer that the latter keep his one best salesman in the territory and do away with the other three. This would show a gross saving of about \$700 a month. The manufacturer, in turn, was to pay the jobber an extra compensation at the end of the year provided the jobber handled a certain quantity of that line. The jobber agreed to place a carload order at once and to have his men actually sell the line.

#### THE TOBBER SPEAKS UP

Toward the end of the evening, the jobber said to the manufacturer: "You can talk all you want about the lack of jobber support. But if you will go into the meat of the thing, the problem is very easy to solve so far as the manufacturer is concerned. Just show me where I can make a fair profit selling your goods or any other man's goods and I'll show you a brand of selling effort that will make you feel mighty good. it isn't co-operation at all. I don't co-operate with anybody except myself. I sell lines on which I can make a profit. I can't afford to carry my sales force and pay my men unless they sell goods for me which show profit. You can me which show profit. figure that out in a second.

"The trouble with a lot of manufacturers is that they can't, or won't, see the position of the jobber. We jobbers aren't co-operators and nice little boosters We're not glad-hand artat all. ists. We're just ordinary men, working for a living, and it so happens that our way of working for a living obliges us to sell things. Also, we have to sell things at a reasonable profit. A lot of the things which the manufacturers do keeps us from making a profit. The delightful habit of manufacturers of playing one jobber against another seems very nice and very amusing to the manufacturer, but actually it hurts him because it forces the jobber who can sell goods to hunt up something which may be harder to sell but which will show a profit. We can't put our effort behind the easy sellers that show no profit. We've got to work on the paying lines, even though they are hard to sell.

"And that gets us back to this intensive missionary selling. The manufacturer starts out with missionary men. They cost a lot of money. They have to show volume.

"So they put their orders through the jobbers who will make the lowest prices. That starts a vicious circle. The jobbers who won't sell without profit lose interest in that line. They start looking for other lines. They actually become competitors.

"The jobbers who do fill the missionary orders at little or no profit may keep on filling orders but with no real profit in the line, their own men have to be busy selling something else.

"And so the manufacturer who ought to have the friendly jobbing assistance of some forty or fifty or more jobbing salesmen (who can sell if they want to) has actually the selling effort of only his four or five missionary men. All he is getting from the jobbers is having his orders filled and getting the jobbers to do the collecting. But that is all he is paying for. Often he isn't paying even for that.

"The time is not far off when more manufacturers will sit down and talk this over with more job-

bers and the two of them will figure out a better way of doing things, whereby the manufacturer will do a reasonable amount of introductory work, while the job-ber will be enabled to see a profit for his effort."

It does not need any special aptitude for economics to realize that the jobber cannot supply selling effort unless he is paid for it. But on the other hand, one good missionary man, keeping the line properly out in front in the key stores, can do as much if not more good, when he has jobbing men working with him, as four missionary men when they have the jobbing men out competing against them.

### New Appointments of Newspaper Advertising Executives

paper Advertising Executives
The Association of Newspaper Advertising Executives is to be represented on the Advertising Commission of the International Advertising Association by George M. Burbach, advertising manager, Fort Worth Star-Telegram, and Record-Telegram, and Harvey R. Young, director of advertising, Columbus Dispatch, according to an announcement made by Frank T. Carroll, advertising director, Indianapolis News, president of the executives' association.

The following have been appointed members of the advisory council: Carl P. Slane, Peoria Journal-Transcript; Charles S. Bates, Miami Heradi; A. L. Poorman, Providence Journal and Bulletin; H. E. Dreier, Oklahoma City Oklahoman and Times; H. A. Sprague, St. Joseph News-Pess; M. S. Aronlime, Louisville Courier-Journal and Times: Andrew J. Simpson, Bay City Times-Tribune; A. G. Newmyer, New Orleans Isem-Tribune; Harry T. Watts, Des Moines Register and Tribune-News; Henry C. Carpenter, Lancaster Instelligencer and News-Journal; G. W. Roche, Spokane Chronicle; Harry D. Guy, Dallas News; George M. Burbach, St. Louis Post-Dispatch, and Frank T. Carroll, Indianapolis News.

Members appointed to the committee on agency relations are: Haryey R.

Louis Post-Dispaces, and Frank I. Carroll, Indianapolis News.

Members appointed to the committee on agency relations are: Harvey R. Young, Columbus Dispatch, and F. J. Oexman, Cincinnait Times-Stor.

William E. Donahue, of the Chicago Tribuse, was appointed to direct the activities of the speakers' bureau.

In addition to Mr. Carroll, who was re-elected president of the association at its meeting during the advertising convention at Philadelphia, the following officers were elected: William E. Donahue, vice-president, and Don Bridge, Indianapolis News, secretary-treasurer.

Together with Mr. Carroll and Mr. Donahue, the board of directors in-

cludes the following: A. L. Shuman. Fort Worth Star-Telegram and Record-Telegram; H. S. Conlon, Grand Rapids Press; W. S. Rogers, Boston Transcript; Frank F. Tripp, general manager, The Gannett Newspapers, L. K. Groom, director of national advertising, The Northern Illinois Group; Irving R. Smith, Los Angeles Fines, and John F. Tims, Jr., New Orleas Times-Picayune.

Times-Picayune.

The vice-presidents of the association and the territorial divisions which they represent follow:

and the territorial divisions which they represent follow:
England: Lieut. Col. Edward F. Lawson, London Daily Telegraph; France, Dr. Marcel Knecht, Le Mais, Paris, Hawaii, W. S. Hayward, Honolulu Stabelletis; Philippine Islands, Carson Taylor, Manilla Bulletis; Alberta, George B. Cooper, Edmonton Journal; British Columbia, R. J. Cromie, Vancouver Swi, Ontario, W. K. Stokes, Toronto Globe; Nova Scotia, C. P. Greene, Halifax Chromicle;
Alabama, J. E. Chappell, Birmingham News; Arizona, Wesley W. Knorp, Phoenix Republican; Arkansas, Sam E. Gearheart, Fort Smith Times-Record; California, W. H. B. Fowler, San Francisco Chronicle; Colorado, F. I. Carruthers, Denver Post; Connecticut, William H. Oat, Norwich Bulletis; District of Columbia, LeRoy W. Herron, Washington Stor; Delaware, Clarence J. Pyle, Wilmington Jowrsal and News; Florida, J. H. Hampton, Tamps Tribune; Georgia, C. B. Wright, Rome News-Tribune; Illinois, J. M. McMurr, Bloomington Pantagraph; Indian, Jese E. Foster, Connersville News-Examiser; Lowa, F. Russell, Davenport Time; Kansas, C. L. Nicholson, Hutchinon News;

Nansas, C. L. Michason, Mannas, News; Kentucky, W. H. Mammen, Paducal Sun; Louisiana, James W. Worthington, Monroe News-Star; Maryland, W. F. Schmick, Baltimore Sun; Massachusetts, N. S. Rose, The Christian Science Monitor, Boston; Michigan, Masis C. Hinken, Saginaw News Courier; Minnesota, William F. Henry, Duluth Herold; Mississippi, W. G. Johnson, Jackson News; Missouri, J. J. McCellan, Jophan Globe and News-Herold; Nebraska, Fred Seacrest, Lincoln Nebraska State Journal; New York, E. P. Goding, M. Grand, New York, E. P. Goding, Rochester Times-Union; North Carolina, W. K. Hoyt, Winston-Salem Journal; North Dakota, Norman B. Black, Farp Forum;

Forum; Ohio, Ohio, H. A. Brandt, Dayton News;
Oklahoma, Rex Justus, Tulsa World:
Oregon, W. J. Hofmann, Portland Oregonsan; Pennsylvania, Joe W. Simpson,
Philadelphia Bulletin; Rhode Island,
T. F. Dwyer, Providence Tribuse;
South Carolina, William P. Etchison.

South Carolina, William P. Etchison.
Columbia State;
Tennessee, G. W. Ritchie, Memphis
Commercial-Appeal; Texas, F. G. Huntess, San Antonio Express; Utah, H. F.
Robinson, Sait Lake City Tribuse;
Washington, S. S. Anderson, Tacom
News-Tribuse; West Virginia, H. W.
Manz, Huntington Herald-Dispetch;
Wisconsin, Irving C. Buntman, Milwankee Herold and Wyoming, W. S.
Sopris, Sheridan Post-Enterprise.

THE net sale of The New Yorker in August—both on newsstands and by subscription—was greater than in May.

(With many thousands of regular New Yorker readers out of town.)

Notwithstanding, the sale of The New Yorker is now at its peak and gaining—and very greatly in excess of its 35,000 circulation guaranty.

Nearly all of it in New York; all of it of unexceptionable quality.

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# NEW YORKER

25 West 45th Street, New York



The largest magazine for MEN



without conde bring contained and the con-





The Elks Magazine

850,000 Identified Subscribers

50 East 42nd Street New York City

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# Building Trades Active in Birmingham

Birmingham is breaking all records, for new construction during 1926.

The result is the carpenters, masons, tinsmiths, plumbers and allied trades are finding constant employment. Birmingham is building up a community of permanent

artisans to help in its continued growth.

Mills, mines and fabricating plants are running full capacity with future orders which call for increased production.

# Birmingham Leads All Southern Cities in July Building Permits. \$2,271,359.00

Birmingham's total for July was attained in the face of "A general slowing down" and is in sharp contrast to losses reported by several of the larger cities.

Among the 25 leading cities 17 showed gains. The heaviest losses over July 1925 occurred at St. Petersburg, Louisville, Miami, Dallas, San Antonio and Tampa.

Building permits for Birmingham for the first seven months of 1926 are \$14,162,876, a gain over 1925 of \$1,500,000.

The Birmingham News has shared in this prosperity and steady growth and each month has carried more advertising than the other two papers combined.

IT'S THE NEWS ALONE-COMPLETE, EFFECTIVE COVERAGE

NEWS National Lineage gain 234,570 Lines Daily 81,088 — Circulation — Sunday 93,000

# The Birmingham News

THE SOUTH'S GREATEST NEWSPAPER

NATIONAL REPRESENTATIVES

New York

KELLY-SMITH CO.
Chicago Boston
J. C. HARRIS, JR., Atlanta

Philadelphia

## The Possibilities of the Illustration De Luxe

Manufacturers Are Coming to Nationally Famous Artists for Pictures
Which Are the Very Finest Available

#### By a Commercial Art Manager

Is there any valid reason why illustrations for advertising purposes should be less artistic, less fine in craftsmanship, than illustrations in the body of the magazine or pictures in a best seller? It would appear imperative and good

as to expenditure have long since disappeared. One thousand dollars for a single canvas is not considered exorbitant and the best-known names in the country may be discovered in our current advertising campaigns.



GRUEN WATCH IS RUNNING AN ENTIRE SERIES DRAWN BY A NOTED ARTIST

business for the advertiser to secure the very finest available illustrations for his campaigns, and to go where such quality may be had—the studios of the American illustrators. It is no uncommon hing, today, to find the same artist illustrating a serial story in a popular magazine, and a nationally known advertising account, both illustrations appearing between the same covers.

Gradually, the use of art in advertising has forged ahead. There is much more art and far better art. All of the former limitations

For one thing, advertisers take the greatest possible care in the matter of engravings and reproductions of all kinds. Expense is no object here, either. Justice is done to the work of the famous illustrator and he can be certain of it in advance.

In other directions, conditions are made as pleasant as possible, directly opposed to the former régime, when the artist had a perfect right to throw up his hands in horror. He is not given an arbitrary sketch, an idea layout, which he must follow in every de-

tail. This was what always disturbed him most. Compositions were originated by someone else. If there is one thing the artist demands it is plotting out for himself, in his own way, the composition of an illustration.

There is far greater collaboration between the admittedly high-

strung and sensitive artist and the adver-The text and spirit of a message are discussed and the artist is encouraged to see the pictorial embellishment through his own eyes and from his personal viewpoint.

Themes are chosen which lend themselves to the studio ideal. The old-time bromidic subject, with the product occupying the center of the stage, is less and less popular. If a campaign de-serves the work of a noted artist and a technique which will dignify it, then the subject material must be worthy as well. In still another re-

spect it is easier for the artist of this new régime to enter into the spirit of a series: he is not asked to fit his drawings to peculiar composition shapes, as if art could

be poured from a spigot into any chance shape or design. In the majority of cases, today, after a theme has been decided upon, the artist delivers his canvas and then the work of arranging the layout comes up for discussion and study.

A few years ago, who would have suspected that a Gruger or a Raleigh would come into the

advertising fold?
Both of these signatures now appear rather regularly in the advertising pages of many magazines and their work in this field brings with it a rich and colorful atmosphere which is beneficial to advertising in general. There was never a legitimate reason why advertis-

ing should be content with anything short of the best. If a manufacturer perfects his product and is proud of it, then the added cost necessary to surround it with art atmosphere measuring up to these standards may not be considered an item for hesitation or argument.

Today, advertising's art is every



MAXWELL HOUSE COFFEE HAS BEEN ONE OF THE LEADERS IN THE USE OF ILLUSTRATIONS DE LUXE

bit as high in quality as the art of the reading pages, and, in some instances, appreciably better. settings given this finer embellishment are in keeping with the stu-dio output. Everything possible is done to make the entire composition artistic. In some cases, the artist is allowed to plan the entire page even to the selection of type faces.

It is a well-known fact that faulty composition and typography can cheapen even the most pretentious illustration. Every phase of an advertisement must coincide and work sympathetically, if perfection is to be attained.

Observe the impressive cam-

ost



### The Local Merchant's Judgement Can be Relied Upon

The value which the department stores of Washington (D. C.) place on newspaper advertising is evidenced in the fact that during the first 6 months of 1926 they used 3,538,937 lines of display advertising in The Star alone.

At the same time they expressed their decided preference for The Star—because they used 1,495,897 MORE lines during this period in The Star than in all four of the other newspapers combined.

In Washington it is overwhelmingly The Star — in circulation and advertising.

## The Kvening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

NEW YORK OFFICE Dan A. Carroll 110 E. 42nd Street CHICAGO OFFICE

J. E. Lats

Tower Building

paign for Gruen Guild watches. It was decided to tell the story of the ancient guild masters, through the various countries and ages, and as these were costume studies, highly imaginative, depending entirely upon the skill of the artists and their technique, no less an artist than F. R. Gruger was chosen. As a consequence, the campaign is both literary and bookish in its physical aspects. Every part is as good as it can be. Typography is

difference is the difference between homespun and satin, silk and cotton.

Throughout the Guild series, it is obvious that the artist has taken proper pains. Every small detail is correct as to costuming of figures and background accessories. In a group of six or eight figures, each face will be a complete study in itself, the expressions wonderfully real, and everything fitted to the story told.



KUPPENHEIMER FINDS THAT ILLUSTRATIVE EXTRAVAGANZAS SERVE A VERY DEFINITE PURPOSE.

not permitted to clash with the beautiful drawings of the artist. The subject is one which proves acceptable and inspirational to him.

This same basic idea would have been mediocre and half-hearted in its popular appeal, had the pictures been superficial and ordinary. As it was, the shrewd, understanding character of each delineation of a Guild scene lifted the campaign to fine heights.

An artist of repute, painting the head of a little girl for an advertisement, can surround that space with the quality appeal. A less talented artist, doing the same thing, will hold the advertisement down to a commonplace level. The

That the public is certain to recognize the singularly high quality of the art, and the signature of the artist, is also not to be doubted. His name acts as an advertising asset. Yet we hear advertisers say: "Oh, people never notice who draws the picture."

notice who draws the picture."

There is as much difference in the quality of advertising illustrations as in clothing, houses, anything in life. And the difference shows quite obviously. There is no concealing it. An artist of great ability brings much to any advertising campaign; his own individuality included.

Consider such subjects as Queen Elizabeth receiving a gift of the SWEENEY has a new DRESS SUIT!

GRAVURE gives
the SUNDAY NEWS
new
significance—

2, 1926

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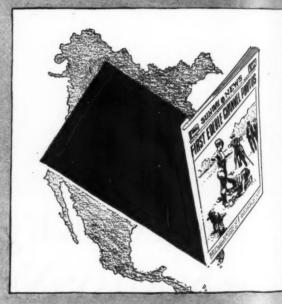
### COUNTRY CIRCULATION

Comparison of New York Rotogravure Sections

from latest published statements)

*SUNDAY NEW	s -	320,654
2nd paper -		249,495
3rd paper -		102,257
4th paper -		84,407

\* Total Ci. valution in excess of 1,200,000, the Largest in America!



-AMERICALLY!

ions

54

495

407

## THE 320,000 copies

of the Sunday News, sold each week outside of the New York 50-mile zone, are really newspaper-magazines! 7 7 Issued once-a-week; awaited; bought-by-choice in cities and towns in forty-six states of the Union; longer-lived; read by others than the purchasers! TT The new Rotogravure Section, starting October 10, 1926, will more completely and definitely classify this 27% of the Largest Circulation in America, as magazine circulation ww and will increase it! ww With this jacket of Rotogravure, Sunday News advertisers are afforded the equivalent of magazine presentation to reach this outlying audience. & & If only on the score of numerical superiority over any New York newspaper having a Rotogravure Section, the influence, Americally, of News Rotogravure cannot be side-stepped by advertisers who buy Sunday newspaper space magazinically & who buy whole circulations for the value of the out-of-town part! TT The other scores are the high visibility of the thousand-line, tabloid page with no area of totality & & and a roto milline rate that is not eclipsed by any newspaper in the country! Get the facts, and get the orders in to earn the amazingly-low introductory rates for a year!

ROTOGRAVURE RATES
Perli, 1 t \$2.00 milline \$1.66
5,000 li, or 13 t \$1.90 milline 1.58

10,000 li, or 26 t \$1.80 milline 1.50

### THE NEWS

New York's Picture Newspaper

25 PARK PLACE, NEW YORK Tribune Tower, Chicago first wrist watch ever made, while attendants and gallant courtiers stand respectfully near. Gruen Guild canvas was of book quality. Nothing finer for the purpose could have been secured. And that other delightful study of a meeting of ancient Guild masters in a quaint little room, of the long, long ago, each face a

study in expression.

It has come to be indicative and characteristic of the new advertising serial, that a famous artist, selected because of his ability to interpret a definite idea better than anybody else, is featured throughout the series. His drawings or paintings are not cut up into queer and outlandish shapes, in order to fit them into a distinctive composition. They are handled with true respect, and are generally just square designs, without decorative borders or any intruding feature. They do not require frills and fur-Their art is sufficient and belows. the simpler their presentation, the better.

The new Kuppenheimer clothing magazine campaign, also trans-lated into practical terms for newspaper use, is another example of the modern art mood, with a name carrying much prestige. In this case, several national illustrators have shared the honors, with Raleigh's beautiful technique much

in evidence.

And such illustrations provided that greatly-to-be-desired quality of advertising character and dis-These drawings do tinctiveness. not have the expected and custom-

ary advertising "look."

They are decidedly different, reminding the reader, all the while, of story illustrations. And this, we believe, is a welcome change. It has been needed for a long, long while. Just why an advertising illustration should have the word "commercial" written all over it is by no means clear.

The Maxwell House campaign is still another acceptable example of studio art applied to the commercial problem with absolute success. As in the Gruen series, the theme was one which automatically inspired the artist.

Ask a man of ability to make

a painting of a business man drinking a cup of coffee, with grinning wife somewhere in the background, and he might not react glowingly. Trite material. But ask him to draw a picture of a gay party in the days of Washington, costumed and wigged, and with Southern rose petals scattered over the foreground tables, and he will enthuse.

Almost every artist of note in this country has con'ributed some share to the uplift of the adver-tising background. The old resistance is not in evidence. The advertiser's desire to secure the best. regardless of price, has been recognized and rewarded at last.

#### Amrad Radio Account for Campbell-Ewald

The advertising account of the Amrad Corporation, Medford Hillside, Mass., Amrad radio equipment, has been placed with the Cincinnati office of the Camp hell-Ewald Company, advertising agency. hell-twaid Company, advertising agency.

The Amrad Corporation was recently formed by Powel Crosley, Jr., president of the Crosley Radio Corporation, Cincinnati, who purchased the assets of the American Radio & Research Corporation which marketed its products under the trade-name, Amrad.

#### Bock Bearing Company Sold to Timken

The Bock Bearing Company, Toledo, Ohio, has been sold to the Timkes Roller Bearing Company, Canton, Ohio. The plant and business will remain in Toledo under the managerent of the present manager, R. E. Clingan, but the name will be changed to The Toledo Bearing Company.

#### E. L. Hill Leaves Lamson Company

Edward L. Hill has resigned as manager of the Southwestern division of the refrigeration division of the Lamson Company, Syracuse, N. Y., maker of Ice-Maid electric refrigerators.

#### Mirror Account for Pittsburgh Agency

The advertising account of the Lib-erty Mirror Works, Pittsburgh, has been placed with Ketchum, MacLeod & Inc., Pittsburgh advertising Grove, agency.

#### With Buffalo Agency

Frank Rimm has joined the staff of Edward M. Kelly, Inc., advertising agency of Buffalo, as advertising agency counsel.





# The Eager Twenties

The Improved Delineator

## Four Decades After

HEN our younger children become middle-aged and look back upon these times, they will think of them as the eager twenties; at least as far as the women of this day are concerned.

No doubt our children will get amusement out of discussing that earnest decade when woman first

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began to vote, to show her legs, to drive a car.

These are but surface indications of a new spirit that is animating women. To understand this spirit is a matter of great moment to men who are making or marketing things that women use.

Women of today, more than men, are eager for progress and avid for ideas and articles that mean further advance.

Woman's changed status has brought a changed state of mind and spirit. Some call it unrest; rather it is eagerness, a hunger for further light, further accomplishment, both in her domestic realm and in the larger world that is opening to her. Nor is this true only in isolated

## "The Gay Nineties"

cases; the surge forward is universal among women of all classes and communities.

Take a car and drive across the country. In the smaller towns you will see some funny looking men wearing sombreros and congress boots. Yet all the girls of those same towns seem to be dressed smartly enough for Fifth and Michigan Avenues.

The type of eager, substantial women, for whom Delineator is edited, numbers millions in present-day prosperous America. If you will examine the October issue, you will see how keenly alive the publication is to the new needs of women and how strongly it must appeal to the large audience which you most want to reach.

Women are after ideas and Delineator supplies them—ideas for more accomplishment in their home work, their social lives, their dress; ideas in articles that lead to greater self-realization and wider horizons; ideas in fiction that satisfy the need of romance which is deep in every woman's life.

Delineator is old in its tradition of service but new in its interpretation of service for women of the "eager twenties."

With the November issue, the Designer is combined with Delineator under the name Delineator. The price is increased to twenty-five cents. The guaranteed circulation is 1,250,000. The present combined circulation of Delineator and Designer is 1,700,000, so it is obvious that for some time to come the advertiser will be receiving several hundred thousand excess circulation.

THE BUTTERICK PUBLISHING COMPANY S. R. LATSHAW, President





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#### The "Sob" Appeal Isn't the Only Way to Write Charity Letters

Try Putting Genuine Friendliness into Every Communication-The Seamen's Church Institute Did and Results Were Splendid

#### By Ginty Beynon

IT is conceded at the outset that the quickest way to get financial results for a charitable organization is to send out a letter or piece of literature which deeply stirs the emotion of pity, but such an appeal is more or less a divine accident and about 80 per cent of those prepared with that intent miss fire.

In the meantime, there is something else that a charitable organization can do to build up a strong. loyal body of contributors, who will keep on giving year after year, and more likely than not remember it in their wills. This other thing is to put so much friendliness intoevery communication that goes out that, in time, the person who receives those letters begins to identify himself with the organization.

This is not very hard to do if the writer of appeals for charity stops to consider his relationship to the public. He must know that it is not uncommon for men and women of means to receive as many as thirty such letters as his in one morning's mail, That his appeal escapes the waste basket at all is a compliment; that it brings a check ought to fill him with very genuine gratitude, and he ought not to hesitate to express that gratitude to the contributor.

The writer stumbled, more or less accidentally, upon a knowledge of the importance of friendliness in preparing some appeals a few years ago for the Seamen's Church Institute.

This organization had a big list of lapsed contributors. : We wanted to know why this group of people had stopped giving whether their interest was dead or could be revived, so we sent out the following form letter:

Dear Mr. A:
Have we lost your friendship through
some blunder on our part? Perhaps in
the stress of our anxiety about finances

this year we have been too importunate.

If so we are sorry.

Our excuse is that we have been face Our excuse is that we have been face to face with a serious situation. We can explain it best by taking the case of a young sea captain whom we shall call John French. In the days when shipping was normal John French came, and went on voyages, one of the steadiest, most intelligent men who registered at the Institute, a man who spent most of his wages on his family. Then shipping stopped, John French haunted the shipping stopped, John French haunted the shipping offices looking for work, any kind of work at all on a ship. But there was no work to be had. On land he was an untrained worker competing with an army of unemployed better he was an untrained worker competing with an army of unemployed better equipped than himself. John French needed food and clothing and he had a family dependent on him. Their wants did not stop when shipping stopped. He knew he was suffering this want in a city of plenty and he became bitter and indignant with a society that denied him a chance to earn a living.

That he, and thousands more like him, have not become absolutely desperate, is due, we believe, largely to the fact that this Institute has befriended them and kept continually before them the kindness of their fellow men.

But the position of buffer is not a happy one, and if we have sometimes demanded, when we ought to have begged, your help we hope you will forgive us.

give us. We We enclose a self-addressed and stamped envelope and hope you will use it to tell us whether it is through any fault of our own that we seem to have lost your friendship.

The effect of this letter dumbfounded us. In three days' time letters and money began to pour in and they kept coming for weeks. A large number of the original letters were sent back with explanations written across the front or the back, some funny, some pathetic, but all illuminating.

We got courteous letters from corporations; we got letters from secretaries of the presidents of organizations saying that the chief executive was out of town but the letter would be called to his attention immediately upon his return. These secretaries had, without a committed thousands form letters to the waste basket in



## "—alone, afoot and acrosslots"

LEGEND has it that a generation ago American

Mighty and majestic, the Tiran was reputed master of men, of millions and of destiny: a great figure who strode, armored with ruthlessness, "alone, afoot and acrosslots."

A fanciful picture? Yet it was true that every busi-

ass man of that generation could grasp with his own two hands the reins which controlled the gair and direction of his business.

Now, today, the business man fines himself operating under a new play of forces; conducting his business in a new world of complexities. His every business decision is subject to a group of influences outside his individual control. The dominant Titan is no more

And yet it may be thought that under the new conditions of business there may be brought into being a new and greater race of Titans, greater in their grasp and understanding of trends and events and in their detenses and intelligence in applying facts to action.

In this new need for a perspective by which the business man of roday may understand the major facts of business which affect bis business, it is the task of Nation's Business to interpret the forces which explain the facts.

Because it thus serves the inner needs of industry and commerce, Nation's Business has become the instrument with which the business man conducts his lusiness under the conditions of this New Control.

### NATION'S BUSINESS

MERIE THORRE HALLO

Polished Monthly at Washington by the Chamber of Commerce of the U. S.

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Indicated on the aerial map are the locations of new Oklahoma City buildings now under construction or for which definite contracts have been placed.

A great portion of Oklahoma's mighty income for 1926 is going into farm improvements, into new highways, into new buildings.

During the first half of 1926, in Oklahoma City alone building permits totaled four and three-quarter million dol-

lars—37.6% more than during the first half of 1925.

Throughout Oklahoma, today, farmers have more money than ever before; merchants and jobbers are happy; workers are employed at good wages; business is at a new high level everywhere there is an unmistakable evidence that in Oklahoma prosperity is a fact.

Greater-than-average return per advertising dollar invested may be expected from advertising placed this fall in the Oklahoman and Times.

Circulation Daily 140,000

Sunday 83,000

## LY OKLAHOMAN

sented by E.KATZ SPECIAL



ADVERTISING AGENCY

New York

Chicago Detreit

Kansas City

Atlanta

San Francisco

a year. Yet, there was something about this one which not only saved it from that fate but which seemed to demand an immediate acknowledgment. An examination of the replies indicated that it was the opening sentence: "Have we lost your friendship through some blunder on our part?" About 90 per cent of the answers referred to that sentence specifically.

This gave us the keynote for all our work for this organization, and hardly a letter went out from that time which did not imply, directly or indirectly, that the Institute and the contributor were working together for the welfare

of seamen.

We even ventured to enlist the help of the contributor in securing new subscribers, although some of the board of managers, themselves men of means, who hate to be asked to importune their friends. insisted that people would not do it and that it would only make them angry. Nevertheless, sent out, without getting a single protest from the subscribers, the following letter, which brought in hundreds of new and valuable contributors, one of whom alone gave \$5,000 a year regularly. It will be observed that we anticipated any possible annoyance on their part by saying that the request was "an imposition."

Dear Mr. B: You have manifested your friendship for the Seamen's Church Institute so often and so loyally, that we venture to turn to you and ask for help in another of our difficulties.

of our difficulties.

We need new friends and supporters and this is one of the most difficult years to secure them. The financial depression has made it impossible for many people, deeply in sympathy with our work, to contribute to it and we must find others to take their place or also find others to take their place or else curtail our service to the seamen at a time when their need is greatest.

So we have decided to launch a "Find One Friend" campaign, and ask each

contributor if he or she will find us one

when the support our work.

We realize that this is a great favor to ask of you—almost an imposition. If you think that we are leaning too heavily you think that we are leaning too heavily upon a friendship which has stood the test of over-much solicitation please don't feel under the least obligation to respond. But we thought you might know of someone who is in a position to support this work, and who would do so if you appealed to them personally and told them you knew the Institute to be worthy of their assistance.

If you would do this for us we would be more grateful than we can tell you.

The same friendliness went into every letter which acknowledged a gift to the Institute. Here is one which gave us concrete proof that we had struck the right note:

Dear Mr. C:

We are deeply grateful to you for your continued support of the Seamen's Church Institute.

I do not know whether you have ever visited the building, but if you have not done so I wish you would accept a personal invitation from me to come and call upon us when you are in this part of the city (or this city). It would give us the greatest pleasure to show you the splendid service to seamen your gift helps to make possible. If you will call at the Administration office there will always be someone who will be glad to act as guide.

In the meantime accept our warmest thanks for your kind remembrance of us.

Those who do not believe that anyone takes form letters seriously will be surprised to know that scores of contributors arrived with this letter saying that they had had a personal invitation from the member of the board whose name was signed to it.

Even when it was accepted as a form letter it succeeded, as in the case of a shrewd old lady in Washington, whose name every reader of this magazine would know, who wrote in reply:

Dear Mr. G:
Yesterday I received a letter from the
Seamen's Church Institute supposed to
have come from you. If you dictated
it let me congratulate you on your
happy way of putting things. I know
it is a circular, which with a change of
address, has probably been sent to everyone from whom you have received contributions, but it is so friendly and
informal in tone that it seems personal.
I am an old woman. My traveling
days are over. If they were not I
should like very much to visit the Institute. Dear Mr. G:

Because a form letter, if properly worded, can produce the effect of a personal letter it is important that there should be nothing about the form of it that announces at once to the eye that it is a circular. We had an interesting proof of this in the case of the following letter:

As you cross the harbor of New York and see the green light of the Seamen's

Sept.

Church Institute you, because you have contributed to our great work in the past, can say to yourself:

"IF I HAD NOT CONTRIBUTED TO THAT INSTITUTE

"Some man would have been unjustly sent to jail through ignorance of our laws.

"Some boy would remain permanently away from home and break his mother's heart.

"Some poor lad would walk the streets with the soles out of his shoes.

"Some discouraged seaman would be driven to crime from lack of employment. "Some boy, for whom his father is praying, would become a derelict because of the loneliness and temptations of the waterfront.

"Some stranger would die unvisited in one of our hospitals and be buried without a prayer in a lonely grave."

There will always in a ionery grave."

There will always be more poor, lonely, sick and discouraged seamen in the port of New York than we have the means to care for. Will you do your best for them?

This letter, setting forth dramatically the different services the Institute renders to seamen ought to have pulled, but didn't. It occurred to us that this might be because the indented paragraphs indicated at once that it was a form letter, so the next month the indented section was run together into one ordinary paragraph. This made it ten times as hard to read but it brought ten times the results!

So it is important that the friendly personal wording of the letter should be supported as far as possible by the physical appearance of an ordinary personal letter. It should also have the backing of a spirit of genuine gratitude and friendliness on the part of the writer and of the administration and board of managers of the organization. It seems to us impossible to do this kind of publicity successfully with the tongue in the cheek. If the money-raiser and the organization are not deeply sensible of the amazing kindness and generosity of the public in giving them support they had better leave it alone.

But provided the friendliness and gratitude expressed in the letter are genuine and are verified by every contact of the organization with the contributing public, it is the surest possible way to build up a large body of contributors, with a low casualty rate, and unlimited possibilities in the way of bequests which lift charities from poverty to security.

#### Crossley & Failing Affiliate with Hamman Organization

Crossley & Failing, Inc., Portland, Oreg., advertising agency, has become affiliated with the Hamman Advertising Organization, Inc., of which K. L. Hamman is president. According to Mr. Hamman, the Crossley & Failing agency will continue to operate under its own name as do the other affiliated members, the Johnston-Ayres Company, San Francisco, K. L. Hamman-Advertising, Oakland, and the L. S. Gillham Company, Inc., Los Angeles and Salt Lake City.

#### Henry Hale, Jr., with Meredith-Palmer Service

Henry Hale, Jr., has become associated with the Meredith-Palmer Service, New York, direct-mail advertising. He recently was a member of the copy and marketing service staff of the A. W. Shaw Company. Mr. Hale formerly was with the General Electric Company and the Atlantic Lithographic and Printing Company.

#### F. H. Hakewill Joins Roche Agency

F. H. Hakewill, for a number of years with Lord & Thomas, Chicago, and more recently with William H. Wilson, publishers' representative for the Hearst Pacific Coast morning newspapers, has joined the Roche Advertising Company, Chicago, as an account executive.

#### William Reimer Dead

William Reimer, advertising manager and associate editor of *The Caterer and Hotel Proprietors' Gazette*, New York, died at his home in Westfield, N. J., on August 29. Mr. Reimer, who had been with The Caterer Company for about twenty years, was sixty-three years of age.

#### Will Represent Winston-Salem "Twin City Sentinel"

The Winston-Salem, N. C., Twin City Sentinel has appointed J. P. McKinney & Son, publishers' representatives, New York, as its national advertising representatives.

#### Heads Washington Publishers

The Washington State Press Association has elected Joseph M. Stoddard, of Waterville, as president. Roy D. Rosenthal, of Montesano, and Sol H. Lewis, Lynden, were re-elected treasurer and secretary, respectively. 926

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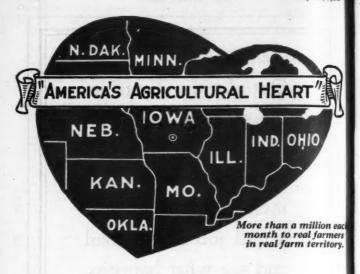
Out-of-town clients get the same quality of typography at Bundscho's that Chicago advertising men boast about. Put a trial job in the mail and see what happens.



J. M. BUNDSCHO, INC.
Advertising Typographers

58 E. WASHINGTON 10 E. PEARSON CHICAGO

HERE TYPE CAN SERVE YOU



CONSIDERABLY more than half the farm income of the United States is enjoyed by the farmers living within Successful Farming's "Heart States."

## SUCCESSFU

Advertising Offices:

Des Moines

New York

Ch St. Lo

1926

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tory.

## Big yet Practical

"Large enough to enjoy all of the advantages of a big organization and yet so practical that it handles your problems intimately," describes Successful Farming from the advertiser's standpoint as well as the reader's.

Successful Farming is edited for and serves the farm families who practice general farming—those who grow corn and small grains, feed cattle, hogs and sheep, and who milk dairy cows. These farmers live mainly in the middle-west—the "Heart States."

So Successful Farming's circulation and editorial influence is also concentrated mainly within those states—the greatest farm market in the world.

## FARMING

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Kansas City

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WHERE crops are uncertain, soil unproductive or where land is broken by hundreds of lakes—in those places the dairy cow has transformed whole sections of bare existence into communities of wealth and prosperity.

Today, dairymen in the 14 dairy states, have chosen The Dairy Farmer as their guide to better and more profitable farming. Their choice has made it America's largest dairy magazine.

Dairy Farmer

E. T. Meredith, Publisher, Des Moines, Iowa

#### Merchandising Mississippi Steamboats to Boys

This Is Really What The Streckfus Steamers, Inc., Is Doing

CNEAKING away from competition by entering a market through a side door is what The Streckfus Steamers, Inc., is endeavoring to do—and with a certain amount of success. The "side door," in this case, is the young boy of the St. Louis territory, and he is being reached with an advertising appeal that is distinctly out of the ordinary.

In St. Louis, boat excursions

"We'd better prepare for it," suggested Captain Joseph Streckfus, president of the company, "or one of these days we'll find ourselves long on steamers and short on passengers."

It had become apparent to the boat owners that boys and girls of today do not know as much about steamboats as their parents had known in their younger days. The lad of a generation or so







THESE PICTURES ARE USED TO ILLUSTRATE A SERIES OF BOOKLETS FOR YOUNGSTERS

have long been regarded as a staple amusement each summer. But on account of the wide use of the motor car, the increased popularity of movie houses, the advent of new open-air theatres, the return of horse races and a number of other diverting influences the Streckfus company became convinced that if boat riding was to grow in popularity a new merchandising idea would have to be developed.

Newspaper, direct mail, outdoor, street car, and in fact practically all mediums of advertising had been employed to tell people of boat-riding pleasures. It became obvious, however, that the usual methods were certain to lose their efficacy in face of the more intensive struggle for the public's spending money. The anticipated slump might not come for a few years, but surely the handwriting was on the wall.

ago knew all about the time records of the river's fastest side-wheelers, but boys of today are interested in automobiles and air-planes. There was a time when the old river captains packed as much wallop for the youthful imagination as Babe Ruth or Red Grange carries today.

The Streckfus company decided to win back the boy. Boys have an innate love of adventure, of glamorous deeds and of daring men. Here were boats with daily courses which took them along river banks, where Indian chiefs, adventurous pioneers, hardy river skippers, inland pirates, and all types of bold, brave men had lived and fought and died. Here were historic spots where duels had been fought, where battles had been waged, where history had been made. Here was a story that would tap the imagination of any red-blooded youth. Here was a

way to win Young America back to the boats.

A sixteen-page illustrated booklet was edited and written in a style to interest, as well as to inform, the boy. This book, "Mississippi River Steamboat Manual" gives the boy a substantial groundwork for his study of boats and endeavors to create a desire for further study. The Boy Scout leaders of St. Louis and neighboring cities provided every boy in their organization with copies. The Young Men's Christian Association, Girl Scouts and Campfire Girls likewise distributed the their manual to memberships. Thus, more than 20,000 boys and girls in the St. Louis Metropolitan District are having awakened within them a new interest in boats and the Mississippi River tours of Streckfus boats.

The manual includes among the following chapters: Facts about the Mississippi, Early History of Steamboats (including the lives of John Fitch and Robert Fulton); Steamboat Glossary (including explanations of parts, sig-nals, soundings of steamboat); Mark Twain and the Mississippi; Nearby Points of Historic Interest on the Mississippi; Story of a Famous River Boat Captain.

One section of the book discusses the Streckfus Library of six books which is free to all boys and girls who take the boat trips. Each week, one book of the series is given to every youthful passenger, and if six trips are taken during the year, the boy or girl will have the entire library to add to his or her book collection. They are jacketed in six bright colors and are all strikingly illustrated. The author of the Streckfus Library and the Manual is Cap'n Sam, a fictitious old gentleman who roamed the Mississippi in its earlier and palmier days. Cap'n Sam may not be of flesh and blood but as a river raconteur he has made enough of a hit with Young St. Louis to have attracted hundreds of letters from boys and girls who desire bits of steaminformation that boat was in not included the manual.

The six books of the Streckfus Library are:

No. 1, Father of Waters—A delightful history of the Mississippi River which tells of the famous men who ex-

which tells of the famous men who explored its territories.

No. 2, Famous Steamboat Race—A vivid story of the most famous steamboat race of all time. Between the Steamers Robt. E. Lee and Natchez.

No. 3, The Thunder Bird—The matchless legend of the Piasa Bird that ate men. Tells of the heroism of Ouatago and the Illimi Indians.

No. 4, Bloody Island—A book about the duels that were fought on the banks of the Mississippi, near St. Louis.

No. 5, Bold Men of the Mississippi—Tells about the old-time river pirates and their bold exploits.

No. 6, River Men of Other Days—No. 6, River Men of Other Days—Tales of famous steamboat skippers; tales of kind, brave, adventurous men.

After the youngsters get on the boats they are invited to attend a sightseeing tour of the craft, conducted by one of the mates who names the various parts of the steamer and explains the method of propulsion, signal dispatching, lead sounding and other interesting facts about steamboating. At a certain hour each day, the bugle is sounded announcing the boattour and there are always scores of boys and girls awaiting its start.

#### Death of Walter S. Marson

Walter S. Marson, advertising manager of the Montreal Star, died at that city on August 27, in his sixty-eighth year. He entered the service of the Star in 1880 when he was twenty-one years of age. His first position was that of petty cashier, later becoming assistant to the business manager. When the advertising department was created, about thirty years ago, Mr. Marson was appointed manager, which position he held until the time of his death.

#### Nelson Agard Starts Daily at South Haven, Mich.

Nelson Agard, former publisher of Mother's Magasine, Chicago, has started the Daily News, a newspaper at South Haven, Mich. Inland Newspapers, Inc., publishers' representative, has been ap-pointed national advertising representa-

## E. S. Morse with Pacific Mills Edward S. Morse has joined the advertising and sales promotion staff of Pacific Mills, Boston. He formerly was advertising director of Saks-Fith Avenue, and before that was advertising director of Lord and Taylor, both of New York. His headquarters will be at New York.

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#### Preferred Position Before A Preferred Audience

The United States Daily's rule of not more than one-fifth advertising to four-fifths text assures advertisers a preferred position constantly.

The United States Daily's readers, a nation-wide assemblage of the top men in finance and business, leaders in Government, and men and women of prominence in civic affairs, means a preferred audience exclusively.

These are the men and women who have the money to buy and "the say" about buying.

Where can you find a more valuable combination for your advertising: an outstanding position before an influential, nation - wide audience with high purchasing power?

## The United States Paily

Established March 4th, 1926

Presenting the Only Daily Record of the Official Acts of the Legislative, Executive and Judicial Branches of the Government of the United States of America

DAVID LAWRENCE President

New York Office: 52 Vanderbilt Ave.

Washington

Chicago Office: London Guarantee Bldg. VICTOR WHITLOCK
Vice-President and
Director of Advertising
San Francisco Office:
Bulletin Building

## The J. Walte The Defines The

In the recently issued "Fourth Edition" of The J. Walter Thompson Company's book, "Population And Its Distribution", the retail shopping area of Cleveland is stated to be the counties of Cuyahoga, Ashtabula, Geauga, Holmes, Lake, Lorain, Medina, and Wayne.

Of great importance to national advertisers is this unbiased information from one of the largest agencies in America.

It bears out our contention that The Cleveland Market is extremely small for a city of its size (Cincinnati's market includes 21 counties, Columbus market includes 11 counties); that The Cleveland market does not include Akron, or Canton, or Youngstown; that these other cities have markets of their own; that these other markets need separate cultivation!

With two slight revisions (see note at right) the

## The Cleveland

Detroit San Francisco NATIONAL REPRESENTATIVI
250 Park Avenue, New York City

LAPGEST

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## lhompson h Cleveland Market

Cleveland Market as defined by the Thompson Company coincides exactly with the opinions of the Audit Bureau of Circulations, Editor and

Publisher, 22 of Cleveland's leading retail merchants, 45 distributors and jobbers of nationally advertised products, 206 Northern Ohio grocers, the Ohio Bell Telephone Company, and The Cleveland Press.

Here is additional proof that the TRUE Cleveland Market is bounded by a 35-mile radius of Cleveland. Here are FACTS!

Heed them! And when you do -and when you choose the newspaper to carry your message to the people of the True Cleveland Market-you will

Main highways connecting Wayne and Holmes counties Wayne and Holmes counties with Cleveland run thread kron. Wayne and Holmes County Railroads (Erie, B. & O., Penna., C. A. & C.) also run thru Akron. Since Akron is a market in itself, isn't it reasonable to suppose that Wayne and Holmes County people trade there instead of traveling the extra 45 or 50 miles to Cleveland?

Several surveys made among the people of Ashtabula County—60 miles from Cleveland—have proved that over 90 per cent of the shopping is done at home, and that of the balance, about 7 or 8 per cent is done in Eric, Pa., while not more than 1 per cent can be accredited to Cleveland.

Ashtabula County can be considered either as a market in itself, or as part of the Erie (Pa.) Market. It is not in the TRUE Cleveland Market.

Further information on this situation will gladly be supplied by the National Advertising Department.

choose The Press! For The Press is Cleveland's FIRST Advertising Buy!

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First in Cleveland

ALLIED NEWSPAPERS, INC.
410 N. Michigan Blvd., Chicago CULATION

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## Present Your Products To The Textile South

At Greenville, South Carolina, on November 1st to 6th there will be staged the Seventh and largest exhibit of textile machinery, equipment and supplies ever presented to Southern mill men.

The diversification of textile fabrics now being introduced into many Southern mills calls for added new equipment and specialties varied in character that will be eagerly looked for by operating executives.

COTTON, with its October Southern Textile Exposition Number, will reach the active executives of the mills, as well as the engineers, architects and general contractors serving the textile field, previous to the Exposition dates. It will carry full advance information. This number will also be distributed throughout the exhibit buildings and be everywhere in evidence during Show week.

Government figures on cotton spinning activity show that of the South's 17,864,844 spinning spindles over seventeen million are actively employed and for more than ten hours a day for each working day. Also the cotton consumed is showing a decided increase over last year's consumption by Southern mills.

An announcement of your products and facilities for service presented in the October Exposition Number will allow you to take advantage of all these favorable factors along with the 245 leading manufacturers serving the textile industry who are now regular advertisers in COTTON.

COTTON offers you 8,000 effective circulation among the men who buy. It completely covers the Active South. Member of A. B. P. and A. B. C. Write for space reservation today.

### COTTON

W. R. C. SMITH PUBLISHING COMPANY
Atlanta, Ga.

Also Publishers of

SOUTHERN POWER JOURNAL SOUTHERN HARDWARE SOUTHERN AUTOMOTIVE DEALER

## Bee-Vac Exploited Competitors' Neglect of Jobber

How the Birtman Electric Company Built an Over-the-Counter Business in a Field Supposedly Reserved to Direct Selling

#### By D. M. Hubbard

I T was largely the indifference on the part of other vacuum cleaner manufacturers toward the jobber that led the Birtman Electric Company to make these distributors the cornerstone of its whole campaign of selling several years ago. When most of the others believed they saw their big

chance for sales growth lay with the house-to-house salesman, Birtman decided to stand pat.

That decision, it can be said now, was not reached without some misgiving. The sales executives of the company recognized that the market for vacuum cleaners was not dealer-ripe at that time. They knew, too, that a vacuum cleaner was, in certain respects, an ideal piece of merchandise for house-to-house selling, requiring, as it did in most cases, a demonstration in the home to make a sale.

Nevertheless, the Bee-Vac people stayed out of direct selling. With the others breaking away from the jobber, they believed there would be a profitable market left in the jobber and perhaps less bitter competition.

Since that decision four or five years ago, the company has grown to fifteen or twenty times its former size, Herbert R. Butz, its president, says. For the first half of this year, sales were nearly three times those of the first six months of 1925, and this increase was brought about in the face of

a gain during the same period of something less than 15 per cent for the vacuum cleaner industry as a whole. Tying up with the hardware, electric and house furnishing jobber has proved profitable. Furthermore, that alliance promises to become more valuable for, the company feels, there is a

#### BEE-VAC's

latest and most impressive achievement



Bill then a your upon the Birl Vice sold not \$0.00 with continuous facilities of post of the post of the sold in the post of the demands of vice the terms of the most of the most of the continuous upon and in most of the continuous angle the vice of the v

the ray. It offers housey convenients and dependiculary. Horself year higher compensations. Die dan't Try the same purved the Vice changside any other charter, eggentless of print. Given it work to the late of the control of print. Given it work to the late of the control of the control of the late of the control of the control. You like Vice die had toolkin white rooms. You like Vice the tasks and immersing banddate. MITTHER INSTITUTE COMPANY, they control

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BEE-VAC



BEE-VAC EMPHASIZES PRICE IN ITS CONSUMER ADVERTISING

> growing tendency on the part of purchasers to buy vacuum cleaners over the counter.

> In the ordinary course of sales development it is inevitable that certain traditions or dogmas should arise and gain some currency among manufacturers and their sales executives. By sifting

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down the experience of others, a manufacturer can arrive at some definite method which is apparently best suited to his requirements. That process is sound, perhaps, in a majority of cases, but it is a well-known fact that nearly every field of selling is hampered and hedged in with traditions waiting only for some pioneer to explode them. At the same time, any process that results in an advertiser following the procession and letting his sales efforts operate in a well-worn groove seldom produces adequate net earnings at the end of the year. Some of the outstanding merchandising successes in recent years have come from unwillingness to trail the older and bigger competitor. The o.a.b.c. may be overlooking something good.

#### THE STORY OF COLLINS' HONEY SCOTCH

A candy salesman up in the Northwest believed that no one had ever put the right kind of sales and advertising promotion back of butter scotch candy, although nearly everyone knew and liked the flavor. He tried out an idea he had for selling a confection of this flavor in small quan-It caught on. Then, he tested it carefully in several markets to see whether his candy was really good enough to stand advertising. The results satisfied him. That was five or six years ago. Today, Collins' Honey Scotch is one of the leading national fivecent sellers in the candy field. Its success was built on the neglect of butter scotch by other older manufacturers.

The Gulbransen Company for years saw its sales sag as the thermometer climbed each year. People would not drop into dealers' stores to buy. Then, the company found the dealer could mount a player piano on the back of a small truck, get out into country sections far removed from buying centers and make sales. No time of year was so well suited to this kind of selling as the summer when roads were at their best. Before long, the summer

months were among the best for Gulbransen dealers and the company had rid itself of the trouble-some and costly problem of scheduling production to accommodate a falling off in sales during the hot months.

Bee-Vac has done just this sort of out of the ordinary thing in the field of vacuum cleaners. When competitors reached the point where they were neglecting hardware, electric and house furnishing jobbers, the company put on more pressure to strengthen its jobbing relations and capitalized on whatever opportunity other manufacturers left clear in their swing to house-to-house salesmen.

"We began business fifteen or sixteen years ago building private brand cleaners and electric irons, Mr. Butz told me as he showed me through the company's busy new factory a few days ago. 'When business in general let down following the war we, of course, suffered through the general tightening of buying. The people who bought our production and marked it with their brand names found they couldn't move merchandise. Consequently, they could not buy from us. We were not known to consumers. We had no identity, so it was not possible for us to control the situation in any way.

"That impasse started us building our own brand of cleaner which we offered to jobbers and advertised to the general public. Nearly all the vacuum cleaner manufacturers, up to five or six years ago, had done business through jobbers and retailers. They had grown up and made money on jobber-retailer distribution, but at the time we began to put out our own cleaner they were swinging away and developing their own sales organizations made up of house-to-house canvassers. What they wanted was leadership and greater volume. I doubt if lower selling expense was an ob-jective, for most manufacturers know that the manufacturer-jobber-retailer chain of distributing is just as economical and often more economical than the direct selling method with its high com926

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missions and high turnover of salesmen.

"The jobber did not welcome us at first. Nor did he trust us. He was still smarting over the way other manufacturers had treated him. As he saw it, the situation was something like this: He had taken on the vacuum cleaner when it was an experiment and had made it possible for a big industry to develop. Then, when the missionary work began to look a little less like a gamble, the manufacturers had taken their machines away from him.

"We offered the jobber three things. These were: 1, a cleaner agood as the others he had handled; 2, an attractive selling price backed with advertising to insure salability; 3, a permanent policy of dealing only through job-

It took some time to make the jobbers realize that the Bee-Vac people were in earnest about cooperating with them, although there was nothing complicated or puzzling about the selling plan sug-The company's advertising and its policy of co-operation were probably responsible for the final disappearance of his none too friendly attitude. Today, Birtman conducts two advertising campaigns a year. About two-thirds of the advertising appropriation is directed to consumers and onethird to the retail dealer and job-

This advertising to the jobber and retail dealer helps to keep these important factors in the Birtman selling plan aware of the company's continuing interest in them. Besides that, it offers a ready channel for suggesting profitable selling methods. When the company does make a suggestion it stops there. "We give our jobbers credit for knowing how to run their businesses," said Mr. Butz. "We don't try to force our methods on them."

Twelve salesmen call on jobbers. Occasionally, they go out with the jobber's salesmen to help them in their work with retailers but meetings of the jobber's salesmen are especially sought out as opportunities to prove the simplicity of the Bee-Vac sales plan as it affects the retail dealer. The company's attitude is that the retailer doesn't care much about mechanical details and that he won't take the trouble to learn much of anything about them. What he is interested in is how much profit he can get out of a cleaner and what he has to do to get it.

Tell the dealer to have a few Bee-Vacs with attachments prominently displayed in the store," the company salesman coaches the "As cusjobber's sales force. "As cus-tomers come in have the dealer ask them if they have an electric cleaner. If the customer answers no, have the dealer say, 'I want you to see this value. \$34.50 full set of attachments free included. Guaranteed for two full years. Let us send one over to your house to try out for a few days. If you're not tickled to death with it, we'll pick it up again and no questions asked. When you get a Bee-Vac you get 100 per cent cleaner value, and it's on that basis alone they are sold. No forced selling by houseto-house canvassers - you save from \$10 to \$20 right there in commissions alone, for Bee-Vacs are sold only through established dealers.' "

That is the way the Birtman salesman aims at getting the jobber's man to instruct dealers to talk. A short sales talk based on price, free attachments and guarantee stands a fair chance of being used. Jobbers' salesmen rarely grow enthusiastic over the product that seems to require a long, detailed step-by-step argument to sell it to the trade, and it is enthusiasm, about as much as anything else, that Birtman counts on to keep sales healthy.

#### SEVEN MILLION HOMES NEED CLEANERS

About half of the homes wired for electricity in this country today own vacuum cleaners. That leaves something like seven million homes as a possible market. The vacuum cleaner is no longer a novelty or a luxury but a proved utility. There must be some reason, then, why half of the prospective buyers have not bought after manufacturers have focused so much sales promotion effort on them. The reason, 60 per cent of the time, Birtman has found as the result of investigations, is a feeling that the price is too high. That is why the company emphasizes price so much in advertising and in sales talks.

Convinced of that, the company, Mr. Butz says, has aimed ever since it first became fairly certain that cleaners could be sold over the counter, at keeping the selling price of the Bee-Vac down and reducing it whenever possible. A few years ago, the retail price was \$52. When a growing volume of sales made it necessary for the company to move into larger quarters and operate on a larger scale production basis, the company was able to cut the price to \$37.50. Within the last few weeks, due to this year's increase in sales, the price was cut again to \$34.50.

It is not quite accurate to say that growing sales volume is enresponsible for these lowered prices. New automatic machinery has speeded up production and Birtman is now making in its own plant castings and many other items formerly bought outside. The really important thing that should interest other advertisers is the fact that the makers of Bee-Vac realize that a price advantage is a most valuable lever: 1. in making it possible for dealers to compete with the more aggressive specialty salesmanship of house-to-house canvassers; and 2, in appealing to the unsold wired home that has resisted buying in the past chiefly because of high price.

"Our sales have tripled this year principally because we are trying all the time to make our cleaner easier to sell," Mr. Butz explains. "The manufacturer who is not satisfied with his sales volume may well spend some time figuring out whether he cannot expand it best by getting his selling price down to rock bottom. If his product is

right, his merchandise will begin to move better and it won't take long to capture sufficient volume to let him get into quantity production with its attendant economies. However, any stabilizing of sales and cutting down of sales resistance are dependent of course on the maintenance of co-operation with various trade factors.

"For the last five years, we have worked with jobbers in our field and gone farther water think, than any other vacuum think, The apparent neglect of the jobber by other manufacturers is one reason for this policy. Another reason is that we have believed all along that the jobber is going to be an increasingly important factor in this business. No one needs to do any missionary work or trail blazing for the vacuum cleaner as a household utility nowadays. It is an item that the dealer can sell if he will display it and get prospects to try it themselves. Furthermore, it can be sold through regular retail channels as economically as through the houseto-house man, if not more so. We have tried to be human and friendly in our work with the jobber and his men, giving them a guaranteed product and adequate advertising support.

"Every Bee-Vac cleaner sold carries a jobber's profit. We have made that fact widely known. It has given us a definite place in our industry. And the net of it all is that the jobber, all but abandoned by other manufacturers several years ago, has made it possible for our business to grow fifteen-fold in a period of five years."

#### G. F. Nieberg, Eastern Manager, "Capper's Weekly"

G. F. Nieberg, formerly with the Hearst newspapers and until recently, assistant publisher of the Washington, D. C., Times, has been appointed Eastern manager of Capper's Weekly, with offices at New York.

#### Sanka Coffee Account to Batten

The Sanka Coffee Corporation, New York, has appointed George Batten Company, Incl., to direct the advertising of Sanka coffee.

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# How the Free Press secured Leadership in ELECTRICAL/REFRIGERATION



THOSE who serve others first serve themselves best. That is the thought of The Free Press in publishing a series of educational advertisements on electrical refrigeration. By making its readers conscious of the benefits of electrical refrigeration, The Free Press has made itself more resultful, evidenced by the fact that it is now carrying 76 per cent of the industry's copy in Detroit, much of it exclusively.



### The Detroit Free Press

VERREE & CONKLIN, Inc. National Representatives

New York

Chicago San Francisco Detroit

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# Next to thinking

Question 1 Are we right in believing that readers prefer the present size as handier and more comfortable to read?

98% or 1394 of our readers find our present size of magazines handier and more comfortable to read than the larger size magazines.

Question 2 As the demand for large pages comes from advertisers, do you prefer to have the editorial text separated or articles continued through advertising pages?

95% or 1296 of our readers prefer to have the editorial text separated from the advertising and object to having the articles continued through the advertising pages.

### What Quality Group subscribers say

"I find it very annoying when reading a magazine to find the pages a hodge-podge of advertising and editorial text."

"I read the ads first anyway, and can do it better if grouped as at present."

"When one is reading an article it is tiresome to hunt for part of it among a lot of advertisements. The advertisements are interesting taken alone, but lose interest when they interrupt one's train of thought. I think you would make a mistake if the size is altered or the reading matter sandwiched."

"No person looks at the advertising matter while reading—reading matter and advertising are distinctly separate."

"I have bought goods advertised in your magazine."

YOU COVER the market of The Quality Group ONLY when 7

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# ngmatter readers say.

Question 3 Do you find the advertising of interest, and do you look at it regularly?

84% or 1140 of our readers look at the advertising regularly and find it interesting.

Question 4 Would your interest in advertising be less if it were mixed with continuation of editorial text running over into the advertising section?

70% or 937 of our readers' interest in advertising would be less if it were mixed with continuation of editorial text running over into the advertising section.

### ir page size and advertising make-up

"Mixed pages are a nuisance and most undesirable from reader's view-point."

"I like the reading matter and ads in separate divisions. My attention then is not interrupted nor divided."

"Don't dare make any changes in your magazine."

"The intrusion of an advertisement between the pages would seem almost an affront. I never read such advertisements, but always those in their proper places."

"Your magazine is the one magazine out of the twelve or fifteen I take that I read from cover to cover, advertisements and all."

"You would lose immensely by the discourteous method of injecting advertisements into the reading matter."

# OU USE The Quality Group The Quality Group

285 Madison Avenue

THE ATLANTIC MONTHLY HARPERS MAGAZINE
THE GOLDEN BOOK MAGAZINE REVIEW OF REVIEWS

New York

SCRIBNER'S MAGAZINE THE WORLD'S WORK

### Spreading Coverage but Condensing Cost

There is less duplication between The News and The Journal, in the Dallas market, than between The News and any other evening paper of consequence. Each new check of the situation proves this.

No two papers were ever sold to readers more independently of each other than The News and The Journal.

Yet these two big media can be bought in combination by advertisers at a decided saving in cost and effort.

The News-Journal combination passes your advertisement into nearly all of the homes of Dallas in which you are interested.

Here are two newspapers of the highest type, whose favor and influence are distinct assets to every advertiser. The Dallas Morning News is recognized by national advertisers as the first medium of this market.

Of 431 national accounts in Dallas papers so far this year, 328 have been in The News.

The News covers the entire Dallas territory and is read by the substantial, thinking people whose goodwill is essential to every business enterprise.

The Journal is distinctly a city paper. It has the largest A. B. C. circulation in Dallas and is a recognized leader of metropolitan life and progress.

In national advertising gains The Journal is running far ahead of other evening papers in Dallas.

## THE DALLAS MORNING NEWS THE DALLAS JOURNAL

An Optional Combination

One Order; One Billing; One Set of Plates or Copy

### Should Senior Salesmen Be Trained?

1. The Problem

By R. C. Hay

General Sales Manager, Rice & Hutchins, Inc.

AKE ten sales managers selected at random, and ask each one of them the question "What is meant by the training of salesmen"? The chances are that at least eight will answer, "Training new salesmen." There are many reasons for this condition, the most important of which will be found in the fact that it is obviously a great deal easier to train new salesmen than it is to train men already in the organization. In other words, the modern sales manager has come to accept as a fundamental, the idea that when new salesmen are brought into an organization, they should be properly trained before they enter upon their responsibilities as salesmen.

Industry has had this attitude toward the training of new employees for many years, and industry has also recognized a real responsibility for the training of older employees; this training to be accomplished by continuation schools, organized night class work, and other methods developed as the result of the demand of older employees in the factory for an opportunity to improve their condition.

In the sales field, however, the training of older salesmen is considered, in the majority of organizations, as a sort of Utopian dream, the accomplishment of which would be wonderful if it could be brought about, but the actual doing of which is too complicated for the sales manager to undertake.

It is not difficult to understand why this is so. Every salesman who is on the job as a senior salesman and carrying out his work day in and day out in representing his company in his territory feels that it is not possible for him to get from classroom work, or correspondence courses, a sufficient amount of help to warrant his taking the time and investing the money in this work. At the same time, he feels that he is above such things. To say to an older salesman, "We would like to train you," is in many cases like waving a red flag at a bull.

As an example of how this attitude of sales managers on the training of senior salesmen works to the disadvantage of these men, take the conditions which exist in the organization of a well-known industrial company. Here, for the last few years, a group of men carefully selected for sales work has been brought into the organization each year, given the most thorough and most careful type of training, placed on territory as junior salesmen for a few weeks or months and then given their territory as senior salesmen. almost every case, these new salesmen have increased their earning power within two years to an earning power equivalent to salesmen whose time in the organization is more than double the time which has been put in by the newer salesmen.

#### TRAINING IS WORTH WHILE

The training given these new salesmen has very definitely benefited them and enabled them to become good producers in a much shorter period of time than would have been the case had they not been trained. But what of the senior salesmen in this same organization? Is it fair to deprive them of the opportunity to enlarge their viewpoint, increase their knowledge of product, sharpen their wits on selling problems, develop their capacity for more intelligent and rapid solution of their own sales problems? Is there any reason why salesmen long in the service

of the company should be deprived of the opportunity to get ideas, information, enthusiasm and inspiration from training work which will enable them to become even better producers than they have been?

It is easy to see why senior salesmen are not trained in an organized fashion. Hardly a single organization in the United States has a definite program for training senior salesmen. The senior salesmen's attitude on training work is, in almost every case, antagonistic. This is partly because of his pride, and partly because of his lack of knowledge of what this training will consist. Yet experiences of the writer in handling groups of able, experienced salesmen in training work have proved conclusively that if the work is handled properly a very great deal of good can come of it, both in the increase of effectiveness on the part of the senior salesmen who are trained, and also in the byproducts of ideas and plans developed and brought out during the of the training course Moreover, the valuable selling material which develops is the natural result of the bringing together of senior salesmen of one company in organized classroom, lecture, and laboratory work.

Four of the best reasons for answering in the affirmative the question, "Should Senior Salesmen Be

Trained?" are these:
First: Training helps the senior salesman increase the volume of his sales, thereby increasing his own income, and at the same time increasing the volume and profits

of his company.

Training of Second: senior salesmen definitely increases their value as potential branch or sales department executives. The right kind of training, in other words, brings out latent possibilities in a salesman's character and make-up and has been the means of definitely marking individual salesmen

for promotion.

Third: Organized presentation of a company's policies and selling plans to groups of senior salesmen makes certain the understanding on the part of these salesmen of these important matters, and as-

sures the proper observation of these policies in the course of the salesman's regular work.

Fourth: Because of the three points listed above, the morale of the sales organization is improved. the outlook of the individual is more hopeful, and the whole or-ganization is "toned up" accordingly.

#### A CASE IN POINT

To show that these are not mere generalities, let us take as examples the conditions in one company where the training of senior salesmen has been carried out effectively. In the course of one of the training group meetings, two men from different branches of the company took a considerable part in the discussions, and showed both their interest in the matters being presented to the salesmen and also their possibilities as potential executives.

In less than ninety days after this particular senior salesmen's meeting had been adjourned, there came the necessity for appointing new managers in two branches of this company. Relatively speaking, there was no hesitation whatever in selecting the two individuals previously mentioned for these two important positions. But before these two men attended a regular sales training class for senior salesmen, if they had been up for candidates as branch managers, there would have been a much more serious discussion and lively uncertainty as to their fitness for the important positions which they now occupy. The tangible effects of the training which these two men received in an organized senior salesmen's meeting contributed in no small measure to their promotion. Without doubt, these men will do much better work as managers as a result of the facts, ideas, and inspiration which they secured in the course of their organized sales training classwork.

On the other hand, take the effect of good sales training work on the regular sales production of a senior salesman. Organized class training gives these men new ideas. fresh inspiration, and tangible, practical facts and plans which they

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# The plain Dealer plain Dealer will sell it?

That bugaboo—selling cost—just "isn't" in Northern Ohio. One newspaper—the Plain Dealer—covers it thoroughly at one cost. Density of population and unusual number of jobbing centers keep distribution costs down. Quick response to advertising increases sales. For your fall schedule, then—Plain Dealer ALONE.

### Me Cleveland Plain Dealer

in Cleveland and Northern Ohio-ONE Medium ALONE-One Cost Will sell it

J. B. WOODWAR 110 E. 42nd St. New York

350 N. Mich. Ave. Chicag Fine Arts Bidg., Detroit R. J. BIDWELL CO Times Building Les Angeles, Cal. R. J. BIDWELL CO. 742 Market Street San Francisco, Cal.

can apply in their territory. With the discussions arranged to clarify and organize the salesman's thinking in relation to his job, it is easily possible to bring about an increase in his sales effectiveness merely through this one thing alone. In addition, the inspiration which a salesman gets from contact with officials and executives sends him back to his territory determined to do his share in increasing the volume and profits of his company. A senior salesman who has been properly trained in this manner is a more dignified, forceful, and capable representative of his company in his territory than he has been before.

A question which every salesman is asking himself is this: "How am I going to get ahead? What future have I in this work?" At the same time that he asks himself this question, rarely does the sales-man adopt a definite, concrete and practical plan for developing himself. In other words, left to their own resources, only a small pro-portion of salesmen have the initiative to develop themselves. How much more necessary it is, therefore, for the sales manager to recognize definitely his responsibility for bringing to his salesmen both a viewpoint and an inspiration as to their possibilities, and a simple, practical plan or method by which these salesmen can produce greater results in the course of their work.

#### SOME OF THE VALUES

What are some of the values of training for senior salesmen? We have mentioned some of the points on which a training platform could be based, and these can be summarized under five major headings:

First: Training of senior salesmen develops executive material.

Second: Training increases the individual salesman's selling effectiveness. This is both an advantage to the salesman and to his company.

Third: Training teaches the salesman more effectively to organize and plan his work; to make more effective use of sell-

ing ideas, plans, and selling points. Fourth: Where the senior salesman comes in contact with dealers or jobbers, organized training work can make this senior salesman a better trainer of his dealers or jobber salesmen.

Fifth: Organized sales training work for senior salesmen sells each salesman his job by showing him its possibilities and how to develop himself, and the fundamentals to follow in organizing his work to achieve the maximum results.

As an illustration of the possibilities of training and the practical application of training principles to daily selling work, take the situation existing in an organization with a hundred salesmen, each of whom is calling on a certain group of retailers. The most effective selling plan, when dealing with the retail trade, is for the salesman to assist his customers to make profits on the merchandise which the salesman has to sell. In other words, to apply the principles of "re-sale" to the daily selling and merchandising activities of retail dealers. Training of the merchant by the salesman is necessary to secure the best results in re-sale work.

In what better way can the plans, methods of training, necessity for the training, and other phases of this problem be presented to your salesmen than in an organized sales training class? this organization with a hundred salesmen; train each of those salesmen properly, and especially train them to handle effectively the problem of training their merchant If each of the hundred salesmen applies these principles successfully with twenty-five merchants, there would be 2,500 better merchants, more aggressive merchants, and more successful merchants very closely tied up to the company which these hundred salesmen represent. Viewed from the point of view of the combined results, the effect on the company's business would very much more than offset the cost of the training.

Before any training work for senior salesmen is undertaken, it

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### KNOWN MERIT



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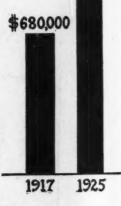
News Events



\$1,872,000

# 175% Increase in eight years

The Farm Journal's advertising revenue for the year 1917 compared with 1925, showing an increase of approximately 175%



# The Farm in the

PHILADELPHIA

NEW YORK

BOSTON

ATLA CAGO

### Another Sales Record

For nearly half a century, advertisers have demonstrated their faith in The Farm Journal as the outstanding medium for reaching those whose occupation is farming.

For the first 39 years of its career, until 1917, The Farm Journal employed no advertising solicitors. Those were the days when practically all copy was keyed and advertisers carefully checked results. In competition with aggressive selling, The Farm Journal received unsolicited an ever-increasing volume of advertising because advertisers knew it consistently produced profits year after year.

In 1917 the advertising revenue of The Farm Journal was \$680,000. During the year 1925, advertisers invested over \$1,872,000 in The Farm Journal—an increase of 175% in eight years. Moreover, the amount invested in 1925 exceeded that of 1924 by \$144,000 (8.3%), and the first seven months of 1926 have exceeded the corresponding period in 1925 by \$118,000 (11.9%)!

In its fiftieth year, The Farm Journal is establishing another sales record. It reflects the confidence of advertisers expressed in dollars and cents—striking proof that The Farm Journal most economically and effectively meets the needs of advertisers who wish to reach the largest audience of real farm people.

# Journal field

ATL CAGO

SEATTLE

SAN FRANCISCO

LOS ANGELES

is highly important that everyone concerned be sold on the value of training in terms of profits. Where his work has been done successfully, the results have been so excellent that the return of business, through the greater effectiveness of the salesmen, has more than offset the cost involved. The principles behind the training of older salesmen must be thoroughly understood and agreed upon by the sales executives and others concerned, if the work is to be carried out successfully.

The problem of actually doing work involves training

things:

Securing the material First: for training. That is, developing the subject outlines and securing the data needed for the text to be used in the training work.

Second: Adopting a procedure for the organization and handling

of the training classes.

Third: Developing training outlines, manuals, and detailed texts

to be used in this work.

The training of senior salesmen can be undertaken in four differ-

ent ways:

First: In branch sales meetings. Second: On the job.

Third: In organized sales meetings at headquarters.

Fourth: In conventions.

Each of these methods has its strong points, and combinations of two or more of these methods can be worked successfully in the average company. There is a technique to the handling of training classes of senior salesmen which is worthy of detailed discussion, and this will be undertaken in a later ar-

At this point, it is sufficient to say that with the proper understanding of the principles involved and methods for undertaking the training work, a great deal of progress can be made by developing senior salesmen through training on the job and through training in branch sales meetings. While training in organized sales meetings at headquarters is not always possible, this forms a third and most satisfactory method of getting group results.

#### Arnold-Kraft to Affiliate with Honig-Cooper

Arnold-Kraft, Inc., advertising agency of Seattle, Wash., has made arrangements to become affiliated with the Honig-Cooper Company, San Francisco advertising agency as the latter agency's Seattle office. Warren E. Kraft will become a vice-president of the Honig-Cooper Company. Cooper Company.

#### F. E. Tracy to Join Sterling Motor Truck Company

Frederick E. Tracy, recently advertising manager of the Val. Blatz Brewing Company, Milwaukee, has been appointed advertising and sales promotion manager of The Sterling Motor Truck Company, also of Milwaukee. He was formerly with the A. B. Dick Company, Chicago.

#### Topics Publishing Company Appoints A. A. Starin

The Topics Publishing Company, Inc., New York, has appointed Arthur A Starin, service manager, to take the place of Murray Breese, who has been made managing editor for its publications, Drug Topics, Wholesale Druggist, Display Topics, and Drug Trade News.

### Miss A. J. Lambkin with Kansas City "Journal" and "Post"

Miss A. J. Lambkin, formerly director of space and mediums with the Ferry-Hanly Advertising Company, Kanass City advertising agency, has joined the staff of the Kanasa City Journal and Post as manager of merchandising and promotion.

### New Accounts for Minneapolis Agency

The advertising account of the Little Giant Company, Mankato, Minn., machinery manufacturer, and that of Wm. Harris & Company, St. Paul, auto accessory manufacturers, have been placed with the Advertising Corporation, Minneapolis.

### M. D. Ogden, Advertising Manager, Sutherland Paper

M. Dale Ogden, for four years adver-ting manager of the Humphrey Com-pany, Kalamazoo, Mich., has joined the Sutherland Paper Company, of that city, in a similar capacity.

### Joins Buffalo Agency

S. R. Jones, formerly of the Reycrofters, East Aurora, N. Y., and sone time an account executive with Nelson Chesman & Company, Inc., St. Louis, has joined the staff of J Jsy Fuller, Buffalo advertising agent.



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### Fifth Avenue Without the Fifth Avenue Coaches

It would not be the same to 500,000 New Yorkers and thousands of visitors from all over the country.

Some rainy day stand at a corner where the coaches stop. Thousands who want to ride cannot be carried.

Notice the regular bus passenger turn into a taxicab rider.

The Fifth Avenue market formed by the passengers of the Fifth Avenue coaches offers you an unusual body to whom to sell your merchandise. When you consider that they can be reached at the low rate of 20 cents a thousand for "run of paper position" or \$1.00 a thousand for special position, your advertisement printed in as many colors as you like and the same size as every other advertisement, this is a market that national advertisers should not fail to cultivate. It is worth while to the leading retail shops who are using space: it should be more valuable to the company with city-wide distribution.

Rate circulars and full information will be sent upon request.

Agency commission 13%

Cash discount 3%

### JOHN H. LIVINGSTON, JR.

Advertising Space in the Fifth Avenue Coaches.

(The ten cent fare coaches in which passengers are not allowed to stand.)

425 Fifth Avenue, N. Y.

Tel. Caledonia 0260

## Make Jumbo Adverter

AKE fine big offset enlargement of every publication or newspape advertisement.

Hanging in your dealers' windows, the remind passers by of the publication ad, an they say to him "Here is where that produce can be purchased, better buy it now".

In addition, these enlargements are real by many who did not see your ads when

published.

Thus, (1) offset enlargements help you to cash in your publication advertising; and (2) they increase the number of people who read your ads.

### Call In an Offset Salesman

Ask him to show you samples of the enlargements he makes for his other custom ers—samples in one or many colors.

Published in the interests of More Effective Advertising by the Harris Automatic Press Co., Cleveland, Ohio, Manufacturers of





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Solutions of 19 x 25 publication enlargements; courtous of the Westinghouse Electric and Mig. Co., and of The Frigidaire Co.

### THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE NEW YORK

If you want to know about our work, watch the advertising of the following:

BON AMI

CONGOLEUM RUGS VALSPAR VARNISH GRINNELL SPRINKLERS McCUTCHEON LINENS PETER SCHUYLER CIGARS ANSCO CAMERAS AND FILM COLUMBIA WINDOW SHADES TARVIA DUZ MILLER TIRES WALLACE SILVER THE DICTAPHONE BARRETT ROOFINGS NAIRN INLAID LINOLEUM COOPER HEWITT WORK-LIGHT **TAVANNES WATCHES** BONDED FLOORS HAVOLINE OIL **NEW-SKIN** 

What we've done for others we can do for you.

Member of the American Association of Advertising Agencies Member of the Audit Bureau of Circulations Member of the National Osadoor Advertising Bureau





### Advertising Follow-up, as a Grandmother Sees It

She Would Have Common Sense and Courtesy Used in Replying to Inquiries

### By Addie L. Huntington

[EDITORIAL NOTE: This article by a Chicago woman will, we think, supply some thinking material for all advertisers who are interested in working direct with the consumer. This presentation by Mrs. Huntington, whose daughter is a Chicago advertising woman, is important because it gives to the manufacturer an unbiased and uncolored outside viewpoint. Much good advertising is wasted because the advertiser does not correctly interpret that vital force known as consumer reaction. The use of good printed advertising is only a part of the process that has to be undergone in the creation of consumer acceptance. Follow-up work is advertising just as much as is the use of space in mediums. If the follow-up is not also good, the picture is bound to be incomplete.]

In reading advertisements of many kinds I have noticed that much effort is devoted to persuading people to send in inquiries—to ask for a sample or some explanatory printed matter.

One of my relatives who is in

One of my relatives who is in the advertising business tells me that this is technically known as "making the advertisements pull."

Well, this is fair enough so far as I am concerned and doubtless the advertisers are only following out the principles of good business practice. I venture to suggest, though, that if they would use even a part of this intelligent effort in handling the inquiries after they are sent in, the results would be a whole lot better for all concerned.

I am moved to make these remarks by my conviction that some business houses whose advertisements pull the hardest disregard the principles of common sense and courtesy in replying to inquiries from people who have been "pulled in" by the advertisements.

I am a housewife and not a

I am a housewife and not a business person. Therefore I hope PRINTERS' INK will bear with me while I tell this story in my own way.

A little while ago my grand-

daughter was cutting out some coupons from advertisements in various magazines she read. She had these set before her and was about to send them out. I am not sure of the subjects she was investigating, but know they all were things she was interested in. Now, as she has her own allowance, and as she will some day have her own home, her becoming interested in anything sold ought to be very important to the manufacturer.

But her mother came into the room, saw what the girl was preparing to do, and said, "My goodness! Don't send out all those coupons. Do you want to flood us with all sorts of people ringing the door bell and the mail box cluttered up with stuff for a year

She turned to me and asked me if I didn't agree, and I said that although I never thought of sending out coupons or writing in answer to advertisements, because once I had, and had been greatly annoyed, still times might have changed.

Just then the relative, in the advertising business, came in and said:

"By all means let her send them. That is what advertising is for, to get inquiries. She will get a great deal of valuable information that way, and could start a little library in connection with her Hope Chest. This information she couldn't get any other way."

Well, just to see how it would work out, I thought I would send in some inquiries on some subjects I was interested in. Some of these things, of course, I wouldn't think of buying now, such as a house, for example, but I know that the time is coming when I must have that information, and then I will find it very useful.

I couldn't tell you exactly how

many advertisements I answered, but I answered all I could find on the various subjects I was interested in—that is, all that carried a coupon or said write them, provided it seemed like the thing I wanted.

But, after my recent experiences, I am thoroughly convinced that I will never do such a foolish thing again. What I want to know now is how I am to stop the results that have been started.

Here is what happened: First, as we are looking for a place to move, buy or build, I answered some real estate advertisements in which they offered to send me some information. But they did not send me information. sent around various gentlemen who came and took up a lot of my time talking. They generally came at supper time. They would urge me to come to see something at their expense. In a few instances I went to see the property, but found it was not what I wanted. Then they would insist that this thing they were offering me was such an opportunity as would never come again. Then they offered me other pieces of property which they declared were even better to buy. And so it went. One man called twice and went. One man called twice and phoned three times. Only one out of the lot had any kind of information with him, and left a booklet and map, which was what I wanted. Then I myself went out to the other properties and found them not what I wanted or as they had been represented, but I carefully sidestepped the sales-

I also wrote for information on certain kinds of wearing apparel. In one instance I asked for information. This advertisement was in a magazine that goes all over the country. A few days later a woman came ringing my door bell and said she had come in reply to my inquiry. She showed me the coupon I had signed. I asked her if she had the sample and the booklet they said they would send me, and she said no; she had nothing. She said that would come in the mail. Then she tried to sell

me some sort of a thing, and I didn't want it. I told her that I had only asked for information and a sample—that I didn't want her to call and take up my time, and that I would send for her after the information came and I could tell then if I wanted it. She said they didn't do Business that way, and that her company was doing folks a favor sending her right to their homes to bring this thing. I said I didn't do business that way either, and shut the door in her face.

That has happened so often now with different answers to advertisements, that I am getting positively rude to everyone. And besides these folks answering my inquiries, I am getting more and more bothered with all kinds of stocking, book, brush and clothes salesmen that come to my door without being asked.

#### IT'S NONE OF THEIR BUSINESS

I wrote another concern for a home building booklet that it said would be sent free. I got a letter from the manufacturer saying that he was having a local representative get in touch with me. I hadn't asked it. That man wrote me and said he would send me the book if I answered a lot of questions about where I would build; if I have the lot yet; if so, where; how much would the house cost; and the rest. Now what business is it of his what my plans are? If I tell him, then I will probably have that many more salesmen coming around.

Then I was in a hurry to get off to a party when a young man came up to my door. He wanted to sell me some stock. Now I hadn't written to anybody about stock. But finally, after I insisted, he told me he had got my name from another salesman in a different line entirely. I had been sort of polite to that other salesman because he had been one of the first. Well, he hadn't sold me anything, so he gave my name to his friend. I can't see why.

Then I wrote a beauty concern about something, and it offered to Washington, D. C. is a major market!

Its population of 527,887 provides an immense unit of distribution for manufacturers of GOOD GOODS—well advertise

The Times, evening; The Herald, morning, circulate 108,312 newspapers daily.

Good goods ARE
WELL advertised
by manufacturers
whose announcements
appear in these
Hearst newspapers.

Robson, New York; Crawford, Chleage; Franklin Payse, Debruit,

send me an article for a certain price. I couldn't figure out just what the thing was-that is, how it worked. The company said I could send it back if I didn't like it after a few days, but you know how library books lie around, and it would be the same with this, so I didn't send. Well, months have gone by, and every now and then I get a letter from this concern. First it offered to send the thing right away, before the price went up. Then it offered me extra long time for the free trial. Then it offered me a special price on a sample one. Then it offered me almost half-price on one that wasn't perfect entirely, but just as good as new. Now I am wondering why I ever buy anything offered like that, for if I wait long enough it will get down to almost nothing.

Again I wrote about a book I thought I would give to someone. I got some literature about it, but thought I would not get it yet. Then, one day, came a woman saying she had brought the book for me to see. I wouldn't let her leave it and she said I could have it for 10 per cent off because I could go in on a club. I don't understand that, but anyway if I could go in on a club after seeing her, why couldn't I before seeing her? And anyway I don't want that book. It isn't what I thought

it was. I should say here also that there are concerns that do not do these things. But how can I know which is which until I have written? I wrote one tooth-paste concern, got a sample, and decided to buy it. The Barrett Company sent us a wonderfully helpful book on houses, and didn't pester us. The Postum people sent us a sample of Instant Postum, and I fixed it that very night for the family, and we have decided to use it more and more. Also I have had some fine recipe books sent, and the recipes were good. But again I got recipe books that I knew would not work, for I have kept house over thirty-five years, and know from experience that certain things can't be done. For

the good concerns I am very thankful. They have been most helpful.

But now my troubles aren't all ended. Although quite a time has gone by, I still am getting all sorts of phone calls from salesmen. And my mail box is cluttered deep with all kinds of mail. I find I am now getting mail on subjects for which I never wrote, and the only way I can figure it out is that they have passed my name along. Why, one man even wrote me asking me to help him write his advertisements by looking over a lot of advertisements he sent and telling him which was the best. I never heard of such nerve!

It seems a shame to put so much in the waste basket every day. But I just look over it all hastily and throw most of it away. There isn't any use keeping it, as it doesn't tell me a blessed thing that is interesting or new or helpful. Most of it reads like those real estate salesmen that say I must buy quickly or I'll never get such a chance again in all my life.

I don't know just what I should do to stop this, but I do know that I think people who think they can sell that way are very foolish. They are also very selfish, for the first one spoils everything for everybody else, as well as for himself.

I have been told by my advertising relative that PRINTERS' INK is interested in better advertising and that it believes such advertising can be of real help to homemakers. It seems to me then that PRINTERS' INK would be interested in taking before advertisers this picture of actual conditions that I have attempted to outline here. It is really absurd for big business firms to be so annoying in this follow-up process.

#### R. P. Kelley Returns to Timken

Roland P. Kelley, for the last three years assistant advertising manager of The Autocar Company, is now advertising manager of The Timken Roller Bearing Company, Canton, Ohio. He formerly was assistant advertising manager of the Timken company and at one time was with The White Company.

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Contact There is a decided advantage in having a contact man become familiar with your work and stay with it. We have eliminated "turn over" in contact men by having contact supplied by the principals of this agency.



BARROWS, RICHARDSON & ALLEY

ADVERTISING

NEW YORK OFFICE 19 WEST 44th STREET

BOSTON OFFICE
77 FRANKLIN STREET

# What time



WHAT is all this argument between morning and evening newspapers? Many years ago some jaundiced gentlemen infected the whole tribe of advertising illuminati by the theory that evening newspapers were better advertising media than morning newspapers because they were published in the evening. Or perhaps it was the other way around.

# of day

### does She want your salesman to call?

But when we get down to common sense, present day facts we cannot escape this logic:

That while some people receive their newspaper at midnight and prefer it at that time and while others receive it at noon, yet each subscriber receives her newspaper at the time when she prefers to have it come.

Newspapers are salesmen. As the greatest, most facile, easiest used, most quickly applied force for moving merchandise known to the advertising profession today, newspapers are effective in exact proportion to the character of consumer acceptance which they enjoy.

Thousands upon thousands of women this country over prefer to have their newspapers (the merchants' salesmen) call on them in the morning. This number is increasing. Morning newspapers day by day are showing their facility for expanding with expanding markets—for moving along with the broadening modern trend of thought and habit.

Morning Newspapers of America Program Executive, 225 N. New Jersey St. INDIANAPOLIS, INDIANA

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### Advertising vs. Habit

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA, PA.
Editor of PRINTERS' INK:
We are interested in obtaining material
where long-existing habits have been radically changed through the right kind of advertising effort and educational work.

THE CURTIS PUBLISHING COMPANY,
CHARLES C. PARLIN,
Division of Commercial Research,
Advertising Department.

MORE than a dozen articles have appeared in PRINTERS' INK during recent years which give concrete examples of how advertising has changed certain fixed and settled customs. Once people would have ridiculed it if one suggested having bran for breakfast; washing clothes on Wednesday; buying a different type of collar from those they had been used to purchasing; or having a home with built-in bathroom equipment.

Advertising has done much to educate the public to eat whole-some breakfasts such as Post's Bran Flakes, Shredded Wheat, Kellogg's Pep and many other nationally advertised cereals. These and other well-known products were not at first accepted by the general public, but, after consistent educational advertising, they created a demand which now almost makes them a necessity in every home.

American Laundry Machinery Company had an ancient superstition to overcome. Monday was the universal washday. housewives used to wash on Monday. It was a tradition which no woman wanted to change. machinery company found that this superstition was a great detriment to the laundry business. Laundries were overcrowded with business on Mondays and did not have enough work during the other days of the To distribute the work more evenly, they ran a campaign which emphasized the point that there were five washdays, Monday, Tuesday, Wednesday, Thursday and Friday.

The instances just mentioned and a number of others where old traditions and customs were changed have been described in PRINTERS'

INK. References to these articles will be mailed to readers on request .- [Ed. PRINTERS' INK.

### Ripans Chemical Company under New Ownership

The Ripans Chemical Company, New The Ripans Chemical Company, New York, has been purchased by Stanley P. Jadwin, and will be conducted under the supervision of O. H. Jadwin Sons, Inc., also of New York, which is associated with Sterling Products, Inc., Wheeling, W. Va., Bayer's Aspirin, Castoria, Phillips Milk of Magnesia and other proprietary products.

Sale of the company was made by Charles H. Thayer, who, after having served as president since 1903, was bequeathed complete ownership in the

queathed complete ownership in the business in accordance with the will of the late Mrs. George P. Rowell. Mr. Thayer, it is reported, has retired from active business.

Founded by the late George P. Rowell, the company was an extensive advertiser until 1902. Up until that year space valued at approximately \$3,000,000 was used in advertising the product. The company stopped its advertising in 1902. As an illustration of the long life of the good-will which advertising created for Ripan's Tabules is the fact that, with the exception of but three years, every year has shown an increase in Founded by the late George P. Rowell, every year has shown an increase in

When asked whether advertising would be resumed for the product, Mr. Jadwin said that advertising plans have not yet been completely formulated nor decided on.

### Will Represent Minneapolis Publications in New England

The Popular Health Publishing Company, Minneapolis, has appointed Eugene C. Miles, Inc., publishers' representative, Boston, as its New England advertising representative. The Popular Health Magazine, Popular Health Dental Supplement, Popular Health Dental Supplement, Popular Health Laternational Dental Supplement, Popular Health Laternational Dental Supplement, Popular Health Laternational Dental Supplement, Popular Health Publishers (Page 1988) Dental Supplement, Popular Health Medical Survey and International Dental Review.

#### Campaign Started on New Coffee Urn

The Amcoin Systems, Inc., Buffalo, N. Y., is introducing an all-glass interior coffee urn to the hotel and restaurant trade through business-paper advertising. The campaign is being directed by J. Jay Fuller, Buffalo advertising agent.

### Frank M. Orchard Joins Gardner Agency

Frank M. Orchard, who has been Western manager of Adventure and Everybody's Magazine, has become associated with the Gardner Advertising Company, at St. Louis.

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## 125,000

more circulation

than either Cincinnati daily morning paper

40,000

more circulation

than the other evening paper

### The Cincinnati Post

A Scripps-Howard Newspaper

SOUTHERN OHIO'S GREATEST AND MOST RAPIDLY GROWING DAILY

Member of the A.B.C.

Member of the United Press

Represented by Allied Newspapers, Inc., 250 Park Avenue, New York

# 1 + 1 = 1

SOMETIMES, 1 plus 1 = 1, frequently less. Prof. Einstein had nothing to do with it. Scientists and engineers have known it for centuries. Furthermore, the fundamental principle applies as truthfully to merchandising as it does to mechanics.

The maximum effect of two forces can be realized only when they are parallel. Otherwise there will be a loss.

Experience has shown that our two great merchandising forces of selling and advertising must parallel, must work in harmony to be really effective. They must have the same objective and convey their message to the same people—to those who are interested in your products.

If your salesmen call on manufacturers, retailers or any other special class, your advertising message should be aimed at the very same group. It can be done. There is a direct advertising highway paralleling every selling road to the various fields of business—the A. B. P. business papers.

A. B. P. papers have been created by an insistent business demand and have developed to their present state of usefulness by effectively satisfying this demand. They are





pledged, as a condition of A.B.P. membership, to maintain the highest standards of publishing practice, both editorially and in the advertisements which they carry.

Ask your advisory service department for definite information about the various A. B. P. papers, about the fields they serve and the way to obtain the best results from these papers. This service is free. You incur no obligation.

A.B.P.

THE ASSOCIATED BUSINESS PAPERS, INC. Executive Offices: 220 West 42nd Street, New York

A group of none but qualified publications reaching the principal fields of trade and industry

### A Salesman's Advice on How to Manage Salesmen

He Gives Some Pointers Based on Twenty-Six Years of Road Work

As Related to James True

### By a Veteran Salesman

It's my opinion that an absolutely fair and square basis of employment is the most important principle in the management of salesmen. I don't believe there is a sales force that will work well when it's not treated fairly. I'll go further than that and say that I don't believe it's possible for any good salesman to deliver his best work when he feels that he's not

getting a square deal.

During my first interview with my present sales manager, his interpretation of this principle was mighty attractive to me. He explained that, so far as it was possible, all territories had been arranged so as to be of equal value, and that all salesmen were employed on the same basis. He had joined the organization the year before, and had completed working out his plans for extending the selling of the goods which would require putting on about three salesmen a year.

We were to be paid fair salaries, with a commission of 5 per cent on all business over and above a certain limit fixed by multiplying salary and expenses by ten, in each instance. This arrangement appealed to me as being entirely fair. I've known a lot of disgruntled salesmen who were not in a frame of mind encouraging to good salesmanship because of the knowledge or belief that a pet or two on the force was getting a

better deal than the rest.

When I asked my sales manager about the possibility of future changes in policy that might reduce my earnings, he replied instantly that no changes would be made that were not entirely acceptable to a majority of the sales force. That seemed fair enough. There was no formal contract; he wrote me a letter briefly setting forth the conditions of the job and making

me the offer, and I replied accept-

ing the proposition.

Aside from this agreement, I was told that I had been given an option on \$5,000 worth of the company's stock which I could buy on convenient terms, provided I was with the house two years hence. It was a good investment, and I've since bought two more blocks of \$5,000 each, which is the maximum, unless I choose to buy on the market. This stock is now worth considerable more than I paid for it.

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Several times, on previous jobs, I had my territory cut down and my commission reduced; I was not consulted in the matter, and the action always discouraged me and affected my work. But twice, during the last nine years, I've voluntarily given up territory, and once I accepted a reduction in my rate of commission in the belief that it

was to my advantage.

#### WHY HE AGREED TO REDUCTION

The decision to reduce territories was brought about at our annual sales meetings. It was explained that three new men were going out and that it hardly seemed fair to send them into virgin territories. Then, our sales manager produced a lot of population and other figures, and proved to us that we could reduce our expenses, which was an advantage to us, and sell just as many or more goods, by working our territories closer.

We were assured that the whole matter had been carefully studied with our interests in mind. Maps of the old territories with the proposed new territories were hung on the wall. The data showed that the new men, even with some good towns and a number of established accounts, were getting the worst of it for a year or two, anyway. The sales man-

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ager explained that the proposition would have to be carried by a majority of the sales force, and that he would leave the room until we had thoroughly discussed the matter and were ready for the vote.

The first time it took the bunch more than an hour to come to a conclusion. We wanted to make comparisons and check up, and two out of about sixteen men voted against the change. The next time, however, we voted unanimously in favor of the proposition before the sales manager had reached the door.

When the subject of a reduction in the commission rate came up, it was to meet a certain condition. About half of our business, in those days, was done on five items. The company had rather specialized on them, and they were popular enough to be imitated by several competitors who were edging in on us by cutting prices. The house had redesigned and greatly improved these five specialties. Samples of the new goods were brought in to the meeting. Then we were told that if the commission could be reduced, the price of our worst competition could be met. That, I assure you, promised a large increase in volume, and we were told that a nice increase in the advertising appropriation would be provided to tell every dealer and consumer in our territories about the new specialties. As before, the sales manager explained that it was best for him to leave the room until we were ready for a vote, and that he would be in his office if we wanted any more information.

Well, we haggled over that proposition for nearly four hours; but we didn't send for the sales manager. We called in the advertising manager and later he sent for the agency representative. All we wanted to know was that the advertising would do everything we expected of it, and when we were finally assured that it would the "ayes" had it without a dissenting vote.

The mention of advertising suggests another factor in encouraging salesmen to produce. On two previous jobs, when my house tried

out an advertising experiment, I quietly refused to have anything to do with it. I never showed my nice portfolio to a single customer, and I discouraged the experiment because I wanted it to fail. I was convinced that the house was using advertising for the purpose of cutting down selling expense and that selling expense was largely made up of salesmen's salaries. Since then, I've learned that advertising cannot be successfully used for taking advantage of salesmen: but I've heard of several concerns that have tried it, and I know a lot of salesmen who firmly believe that advertising is their enemy. It's a subject worth lots of study for the sales managers who find their men disinclined to co-operate on the advertising plan.

#### ADVERTISING OUTGREW SALES FORCE

With us, advertising never has been considered an experiment. The year I joined the sales force saw the first advertising appropriation the company ever had. Our sales manager, at the first sales meeting I attended, told us that the company had set aside a modest sum of money for the purpose of providing a power to assist us to sell more goods by making our goods more salable. We voted for it, and we had a hand in deciding how the money was to be spent. Since then, the appropriation has grown every year but one, and it has outgrown both the sales force and the territory covered by the company. Then we had but twelve salesmen, where we now have thirty; then we covered about one-third of the country, where we now cover slightly more than two-thirds; but last year the appropriation was five times the size of the first one. We're strong for advertising because at least one entire day of every sales meeting is devoted to the subject, and for the reason that the sales force has a hand in creating every advertising plan and We offer suggestions, campaign. ask questions, condemn and praise, and finally approve. And the advertising is a tremendous aid to us in selling the company's goods.

While our advice in this direc-

## Why COPY should start its work on the customer's side of the counter

THREE out of every four motorists who ask for oil by name specify Mobiloil.

MORE women ask for *P* and *G*—
The White Naphtha Soap than for any other soap in the world.

Such leadership is the result of making customers.

When you make a customer, you have made, not merely a sale, but a friend. Friends keep on buying.

ADVERTISING copy can be written to make a sale, or it can be written to create a friendly customer. If you are interested in how this difference works out in actual practice, you will probably want to read a new Blackman Company memorandum, called: Customer Copy—A Point of View. It contains a brief, illustrated discussion and 12 reminders which have proved valuable to us in our own work.

A copy of this memorandum will be sent to any advertiser, without charge or obligation. The coupon is for your convenience. A request on your business letterhead will be equally effective.

The BLACKMAN

ADVERTISING

AGAZINE NEWSPAPER OUTDOOR STREET CALL

120 West 42nd Street, New York

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### ADVERTISERS

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with whom we work:

Vacuum Oil Company Gargoyle Mobiloil Gargoyle Lubricating Oils for Plant Machinery Gargoyle Marine Oils

Walter M. Lowney Co. Lowney's Chocolates

Seaboard National Bank

Procter & Gamble Crisco, Ivory Soap, Ivory Soap Flakes, Chipso P and G-The White Naphtha Soab

Lehigh Portland Cement Co.

Waitt & Bond, Inc. Blackstone Cigars

Towle Manufacturing Company Sterling Silverware

The National City Co. Investment Securities

The Packer Mfg. Co., Inc. Packer's Tar Soap Packer's Liquid Shampoo Packer's Charm

National Gypsum Co. Gybsum Plaster Wall Board

The Stanley Works Tools - Hardware



The BLACKMAN Company, 120 West 42nd St., N.Y.

Please send me your memorandum:

Customer Copy-A Point of View

Name . Title ...

Company....

Address ...

Product Made . .

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advertising manager and the agency, the procedure has educated the sales force on the subject, and, most important of all, it contributes to our responsibility. Partially, at least, we are responsible for an activity that is very closely related to our work.

This brings up the second in-dispensable principle. When an honest salesman knows that he is fairly and squarely treated by his house, he will work hard and give full value in selling service; but I do not think that he will do his best and most intelligent work unless he carries a good deal of re-sponsibility. There's something about responsibility that makes a man think. It makes his job more important in his estimation. It assures him that his house has faith in his ability, and gives him a stronger faith in his house. Responsibility is a healthy, permanent stimulation to effective salesman-

My sales manager believes this, Whenever it is posabsolutely. sible, he puts the problems of selling up to us, and he piles on all the responsibility we can carry. And right here I want to tell you our definition of salesmanship. It

"Salesmanship, according to the policy of this company, is demonstrating to dealers how they can sell our goods profitably."

Now that isn't a nice-sounding phrase for propaganda purposes. It's a law of our business, and it's lived up to. And in the activity that the words define the salesman is considered the chief and, so far as possible, the only connecting link between buyers of our goods and the company. This gives the salesmen a lot of responsibility in

more ways than one.

For instance, at our annual sales meetings, the salesmen are the accepted representatives of our cus-We have made it our tomers. business to know what the dealer wants in the way of improvements in the goods or additions to the line. We know just about what the dealer thinks regarding our advertising; what he wants in the way of dealer helps, and we fight for his interests.

As a result, our customers take considerable interest in our advertising, as a rule. They use our helps and displays and direct-mail ma-They co-operate with us terial. because the salesmen take the trouble to learn and then to get what the dealers want. In demonstrating how they can make money on our goods, we use all of the good ideas they will give us, and it

It required just one hard lesson to teach me all that this policy means. At our first sales meeting, it was explained to the new men that the house would no longer give an extra, secret discount to some ten or twelve big accounts. The sales manager said that he didn't believe in it and told us why. He read a letter that was going to every customer on the books, in which the regular discounts were given, and in which he said that the house would not allow anything better to anyone. And, with the exception of two of the old men, we all agreed that this was good policy.

#### THE DANGER IN DISCOUNTS

Six weeks later, after making a pretty good start on my first trip for the house, I ran into one of the hig pet accounts. The buyer went through the line and selected the biggest order I ever took, and the largest the house had received at that time. He said nothing about the discount until the order was completed, and then remarked that the new ruling did not, of course, apply to the purchases of his company since they always had received a little extra. We argued the point for some time, and at last I allowed the extra five.

With the order I sent a long letter explaining why I thought it necessary to make an exception. The concern operated five large stores; they featured our goods in their advertising and always carried displays in their windows, and so on. It was the best account in my entire territory, and we couldn't afford to lose the business.

Several days later, I received a polite letter from my sales manager, assuring me that the house

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appreciated the big sacrifice I had made in securing the order. Enclosed was a statement showing that my account had been charged with the full amount of the extra 5 per cent discount.

That was something of a blow to me. I was mad clear through. I couldn't work the rest of the day. I didn't sleep much that night; but I did a lot of thinking, and when morning came I took the first train back to the town of that pet account. And I resold that order—every item of it—on regular terms and at the regular discount.

The important factor of this experience is that my sales manager put the responsibility for my mistake right squarely up to me. I'm satisfied that any one of my former managers, under similar circumstances, would have written the customer and attempted to have the extra discount cancelled. But my sales manager did nothing to prejudice my future standing with my customer. He put the matter up to me in the most convincing manner possible, and furnished me with one of the best lessons of my life.

It's even up to us to train and select the new members of sales force. There are always five or six bright young fellows in the factory and office who are anxious to go on the road. If they're not well educated, our sales manager encourages them to go to night When they qualify, he school. sends them out for a month or two every season to help us over the They pack samples, busy time. fetch and carry, and make themselves useful to us. They do that for three or four years, provided a salesman does not report some fault or characteristic that leads the house to believe they won't They study selling at make good. first hand. When they get to know the work, we occasionally let them sell a bill of goods, and all the time they're having the policy of the house ground into them. So you see, we're even responsible for the new men who join the sales

From all this, you might think that our sales manager has very

little to do. Here we are, a force of salesmen who are convinced that our company is giving us the squarest kind of a deal, and that our jobs are absolutely secure so long as we behave ourselves and deliver our best service. We carry a great deal of responsibility, and we require a minimum of management in the usual meaning of the word. But our sales manager works as hard as any member of the force in applying to our business the third principle of management that is necessary to get the maximum of selling service out of a sales force.

#### SALESMEN MUST HAVE TOOLS

The third principle involves the continuous supplying of salesmen with the tools of selling. Give a good mechanic a new tool designed to accomplish an important process better and in shorter time, and he won't rest until he has tried out the new tool. Every salesman worthy of the name is the same way. Ideas are the tools of his Leg-work, of course, is necessary, just as transportation is essential to commerce; but without ideas a salesman is-well, he is not a salesman. Many an ambitious salesman is physically active and energetic, but mentally sluggish or lazy, and the most important part of his work is mental.

Frequently, at the latter part of a long, hard trip, I've found myself letting down because I was physically tired, and for the reason that my selling talk had grown trite and uninteresting through Then, along would repetition. come a bright idea or a new selling plan from my sales manager and I'd forget all about being tired and indifferent in putting the plan to work. That sort of thing, I'm convinced, has been the cause of my selling many thousands of dollars' worth of goods that I never would have sold otherwise.

My sales manager is a past master at the art of passing along ideas to his force. During my nine years under his direction, I don't believe a single week has gone by that he hasn't furnished me with information helpful to my work. This phase of his manage-

# The Circulation Manager doesn't tell all . . . .



human, fallible .

Human, fallible, he can't. Perhaps nobody can. Anyone can tell what a publication is *like*—but not always what it is.

That TIME is entirely different. That it does not offer opinions, promulgate views. That it is the only newsmagazine, condensing, clarifying, interpreting—so that busy men and women may keep up-to-date. All this he can tell.

That TIME has grown from scratch to substantial permanence in 42 months, that its circulation exceeds 100,000. This, too, he can tell—and does right proudly.

#### Secret

But why has TIME succeeded? Why do subscribers applaud?\*

The answer lies perhaps in its dis-

<sup>\*</sup>Subscriber Horace B. Liveright, New York: "It would be almost dishonest, certainly ungracious, if I didn't let you know what an amazingly fine job you have been doing."

tinctive personality-and in the "how" as well as in the "what." Its writing is not colored, but colorful. Its reading is not stolid, but solid.

You may buy the average magazine\* -moved by some meteoric appeal your appetite whetted by some much advertised "unparalleled" feature. Then perhaps you find, upon tasting, that it is flat, unpalatable, falls short of its ballyhoo.

#### Revealed

Do you enjoy an arm-in-arm comradeship with famed contemporaries? Do you enjoy an hour in the midst of world-shaping events? Then you recognize the bond with which TIME's narrative holds the reader who lays down his \$5 for a year's subscriptionwithout any premium.

Every-issue regularity is what TIME readers want. Hence, of the more than 100,000 families who read TIME last week, 94% were on the regular subscription list—the others got their copies at the news-stands.

There are the following U. S. publications: 169 magazines, women's publications and mail order journals; 851 religious publications; 265 agricultural papers; 1,636 trade, class and technical publications; and 1,042 daily newspapers.

NEWSMAGAZINE THE WEEKLY To Press Twesday To Readers Friday

#### ADVERTISING MANAGER

ROBERT L. JOHNSON, 25 W. 45th St., New York

#### REPRESENTATIVES

New York Office — HOWARD J. BLACK,
PAUL A. SYNNOTT
Western—HOWARD P. STONE, WILLIAM G. PHELPS, 38 S. Dearborn St., Chicago

Southern - F. J. DUSOSSOTT, 1502 Land Title Bldg., Philadelphia New England—JOHN M. SWEENBY, JR., NEWLIN B. WILDES, RICHARD W. READ, 127 Federal St., Boston

Pacific — ROGER A. JOHNSTONE, Alexander Bldg., San Francisco

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## Volume Printing

**PLANT** capacity for large runs is, of course, essential and it is at your disposal here.

But your Direct Advertising pieces need, above all, that indefinable something which we term printing that sells.

BRAUNWORTH AND COMPANY offer that kind of large-volume printing at moderate prices because they leave the "creative" end to your advertising manager and to your agency.

In Greater New York, advertisers and agents read "PRINTED SELLING," our monthly messenger. Send for your copy.

BRAUNWORTH & COMPANY, INC.

> 60 BROADWAY BROOKLYN, N. Y.

Telephone Stagg 6300



ment is invaluable to every mem-

ment is invaluable to every member of the sales force, I'm sure.
Where does he get his ideas?
I'll tell you. About one-third of them he gets from trade papers and other publications, from Government reports, and from the customers who drop in to the office. Where he finds the time to read as much as he does and talk with the neonle he sees is a more with the people he sees is a mys-tery. Whenever a salesman spends a day at headquarters, he's pumped dry before he leaves the office. There's never an exceptional sale made, or an unusual bit of business put through by one of the men, that our sales manager doesn't learn all about it. And every man on the force is not only willing, but eager to contribute to the common fund of selling ideas.

Now let me contrast this condition with just a few of my experiences on other jobs. Every salesman worth his salt has ideas good ideas. But comparatively few salesmen are inclined to pass their ideas and methods along, for various reasons. Even with the houses that insist upon their men using a stock selling talk, you'll find the salesmen applying it differently and adding improvements of their own that are effective. I've worked under several different methods; on every job I made important discoveries and hatched good selling ideas; but until I went with my present house I considered everything of the kind as my own personal property.

An early job was with one of the largest concerns of its kind in the country. It employed about salesmen, and I traveled out of one of its ten branch houses. Every man carried two trunks of samples. At the first town I made on my second trip, I rearranged my samples, cut out one of the trunks and left it in the hotel store-room. Two trunks required a sample room. With one trunk, in the majority of cases, I could open up in the customer's This enabled me to call on more people; it saved a lot of time and was the cause of my increasing my sales materially.

In the matter of expense, discarding that trunk saved me about

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\$2 a day. If every salesman had done the same, the saving for the house in traveling expenses alone would have been between \$30,000 and \$40,000 a year, to say nothing of the saving on samples. I didn't pass the idea along because two of the older men were dissatisfied and didn't think they were getting an entirely square deal. So I thought that I might want to make a change some day, and that the idea might help me get a better job. Ten years later the house cut out the extra trunk.

But now I'm more than willing to give my sales manager ideas that come to me and that may help the work along. I am secure in my job. I never expect to make a change. I'm completely satisfied with the conditions under which I work. My house is serving my interests. Why shouldn't I do everything possible to further the interests of the house?

Even if I had no selfish interest, I'm sure I'd feel the same way about it. As it is, however, there's the stock I own in the company. Every time I help one of the other men, and every time the other men help me, it means a little better profit for the company and a little increase in the value of my stock.

In relating my experiences, I don't want you to think for a moment that I believe that six out of seven houses treat their salesmen unfairly. Today, I believe, the majority of houses are doing their best to give their men a square deal. But from talks with many salesmen, I know that a lot of concerns fail to gain the benefits of their square-deal policy because they do not give their men sufficient responsibility and feed them with ideas. No matter how conscientious and hard-working a salesman is, if he's furnished with the newest and best tools of his trade he'll do more intelligent, and profitable, consequently more work.

New Account for Ajax Agency

George R. Swart & Company, New York, printers' and bookbinders' machinery, have placed their advertising account with the Ajax Advertising Agency, Inc., of that city.

### The New York Times 1851-1926

AMERICA'S FOREMOST NEWSPAPER

Seventy-fifth Anniversary Year

York Times. New founded in 1851 by Henry J. Raymond, has for threequarters of a century presented daily the news of the world. Upon its 75th anniversary The Times is at the pinnacle of American journalism-acknowledged as the first newspaper for its enterprise in gathering the news, for the accuracy, thoroughness and quality of its news judged by the standards of intelligent, thinking readers.

Having the greatest number of readers of intelligence and discrimination, The Times has for years surpassed all New York newspapers in volume of a dvertising. In seven months of this year The Times published 17,091,382 agate lines of advertising—6,306,982 lines more than the second newspaper, and a gain of 1,747,154 lines over the corresponding period of last year.

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## Confession of a Commuter

BEFORE I joined the commuters I had only a passive interest in oil burners, electric refrigeration, kitchen cabinets, washing machines, paints, wallboard and building hardware.

Now I have changed—I'm vitally interested.

In the old city apartment days, we bought a can of this or a bottle of that, at a time. Now we buy 'em by the case.

No, sir! The wife isn't going to be caught short handed, when unexpected guests arrive.

The Wiltons we had in the old flat are going to the Salvation Army and I'm being initiated into the mysteries of Lilahan and Sarouk.

And daily on the train, to and from the city, I overhear earnest discussion on the relative merits of the Cadillac and Lincoln; brick vs. stucco construction; roofing, linoleums, plumbing and weather strips.

Certainly, being a commuter multiplies your wants, and whets your appetite for facts; leads you to weigh and measure the value of things that will add to the comfort, convenience and attractiveness of your home.

I'm one of the 372,000 commuters who daily ride from a suburban community to and from Chicago on the:

> Chicago & Northwestern Illinois Central Chicago, Burlington & Quincy

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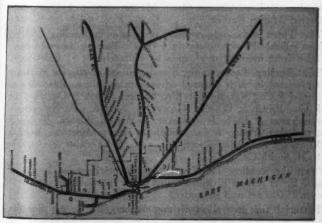
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I spend the most leisurely and relaxed 90 minutes of the day en route.

Any manufacturer with a worthwhile product to enhance my appreciation of my home — add to my comfort, or supply a convenience, can get my undivided attention during that 90 minutes.

It would surprise you to know how economically such manufacturers can hire "Sleepless Salesmen" (16 x 24" Suburban car cards) delivering a 45-minute "talk" to the most receptive audience in greater Chicago.



CHICAGO ELEVATED ADVERTISING CO.
509 South Franklin Street
Chicago, Ill.

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### The

### Readin Times

A JOHN H. PERRY NEWSPAPER

### Financial Service

The financial pages of any current issue of the Reading, Pennsylvania, Times (established 1858) offer practically as complete and authoritative information as any other daily newspaper in America and by far the outstanding financial service in Reading.

Each day separate tables carry complete quotations of:

New York Stock Exchange **New York Bond Market New York Curb Market** Philadelphia Stock Exchange Foreign Bonds Real Estate Bonds **Equipment Bonds** New York State Bonds

**New York City Bonds** New York Bank Stocks Industrials and Railroads Insurance Companies Investment Trusts Short Term Notes Telegraph and Telephone Securities Canadian Bank Stocks Foreign Exchange and Bank Clearings

In addition, the Reading Times' financial pages carry these wellknown services: B. C. Forbes' Financial and Business Column; Bond Market Review; Wall Street Review; Wall Street Briefs; Produce Review; Chicago Grain Market; Livestock Quotations; Cotton Market Survey.

The Times is the only morning newspaper in Reading, and has been published continuously since 1858. There is no real competition from morning newspapers of Philadelphia, 51 miles away. That Reading. Pennsylvania, is an important investment market is appreciated by such financial advertisers as Dillon, Read & Co., Drexel & Co., National City Co., Spencer, Trask & Co., Pynchon & Co., Prince & Whitley, George H. Burr & Co., Newburger, Henderson & Loeb, Hornblower & Weeks, Bonner, Brooks & Co., Baker, Young & Co., Biddle & Henry, American Bond & Mortgage Co., Adair Realty Co., Geo. M. Forman & Co., The F. H. Smith Co.

That the Reading Times' extensive financial service is appreciated by its readers is demonstrated by its increasing circulationover 25,000 net paid guaranteed.

Financial and general advertising display rate, 8c per line flat.

#### E. Katz Special Advertising Agency Established 1888

Detroit Atlanta

New York Chicago

Kansas City San Francisco isyl-

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### Workers Urge Employees to Advertise

Textile Operatives in Pacific Mills Make Suggestions and Ask Management for Detailed Information on the Subject

#### By Roy Dickinson

A MOST unusual situation developed last week in Lawrence, Mass., when operatives at the Pacific Mills displayed so great an interest in the company's merchandising and advertising activities that they asked for detailed information on the subject. One of the workers in the plant who had tried in her small way to help the sale of the mill's products by attempting to buy its fabrics at the department stores, asked why these fabrics weren't branded so that customers could more easily identify them. The workers' shop council passed formal resolutions asking the management to tell why the fabrics upon worked were not which they trade-marked and advertised to the public.

The action of these workers seems to the writer to be one of the most significant things which has happened in the interests of better merchandising methods in a long time.

Stockholders have sometimes suggested to management that it change its merchandising plan in order to assure more steady profit. So far as is known this is the first time, however, that labor has inquired into the selling and advertising of the merchandise upon

which it works.

It has been customary in the past for labor to take little, if any interest in the selling end of business. The operative at a machine wanted to get as high a rate of pay as he could for that particular operation. There was a tendency to regard wages as coming from a reservoir somewhere back of the cashier's window as the men filed by and got their pay. There was practically no realization that dividends and wages came from the same source—the pocketbook

of the final consumer of the factory's output.

Gradually, more intelligent labor has come to realize that consistent demand has a great deal to do continuous with employment. Workers in textile mills, steel plants, and elsewhere, where demand is extremely variable, have been laid off by management only to see their friends who had jobs in soap factories, bakeries, tobacco plants, shoe factories and businesses where the product was identified and advertised, working continuously.

The leaders of labor have come to realize that those firms which are able to guarantee year-round employment are, almost without exception, those which use modern merchandising methods and advertise consistently.

Continuity of employment, as has been conclusively shown by sociological surveys. is far more important to the well-being of labor than high wages for a while, then no wages at all.

The steady job is of even more importance to the average worker than steady dividends are to the average stockholder. The job is the worker's whole life. Small wonder, then, that he is beginning to take more interest in following through on it. To discover where the product goes, how it is sold, whether he can help in its retail sale by urging his friends to ask for it by name, are logical questions for the wage worker to consider.

Both the head of the Standard Oil Company of Indiana and a prominent official of the General Motors Corporation have pointed out recently that one of the best things about the employee stock ownership plans of their companies is the spirit of sales help-

fulness it arouses among their employee stockholders. New sales outlets, more sales, selling suggestions of value have come as a direct result of employee stock ownership and consultation with employees through shop committees in a wide variety of industries.

In the case of the Pacific Mills the way the management acted in the face of this unexpected action on the part of their employees is

to be commended.

Not so long ago the average factory owner might have told them to mind their own business, to go on producing, leaving it to the sales end to dispose of the output with no butting in from the wage workers. The executives of the Pacific Mills took a different attitude.

With a feeling that workers' interest in merchandising methods is to be fostered rather than resented, the mill executives did a logical thing. They put the matter up to Aldrich Taylor, sales promotion and advertising manager, and asked him to explain what he is doing to sell what the workers

made. "Mr. Taylor explained in brief," says a company official, "the steps already taken for straightening out the channels of distribution and the intention of the management to make whatever use may be possible of the modern force of adver-

tising.

"After the speech, questions were invited and several pertinent ones were asked. Mrs. Kennedy, an operative in the drawing-in department, said she knew how she and other women bought fabrics and she felt sure that if every yard of Pacific Mills products were branded so that women could identify them and ask for them again by name, it would mean reorders and increased sales. other operative wanted to know why every trade announcement of Pacific Mills worsteds did not bring out the fact that only virgin wool is used.

"These hand workers in a great textile mill, realized the power of advertising, knew the quality of their own product, and felt that public good-will would mean capacity production and steady

wages.
"As a result of these intelligent inquiries, it was decided to report the text of the discussion at the meeting in the employee's bulletin, which circulates in all Pacific Mills departments, and to report progress from time to time on sales promotion and advertising plans."

This incident, unusual in modern industrial history, represents a

definite trend.

Responsible leadership in labor is more willing now than at any previous time to sit down and discuss ways and means to eliminate wastes in distribution as well as production. Workers have in the recent past grasped the fact that the security of their jobs and the steadiness of their employment bear a definite relation to the way the product is merchandised.

It is not beyond the realms of possibility that, just as at present labor puts aside a certain percentage of its wages to meet an equal amount laid aside by management in old age insurance, a similar plan may be evolved for job insurance by branding, and consistently advertising the joint product of capital, management and labor.

#### David Lampe to Direct Lansburgh Advertising

David Lampe has joined the executive staff of Lansburgh & Brother, Washington, D. C., department store, in charge of advertising and sales promotion. Until recently he has been advertising manager of The Hub, Baltimore, conducted by The Hecht Company, with which he has been associated in an advertising executive capacity since 1920. 1920.

#### Razor Blade Sharpener Account for Boston Agency

The Gripsit Corporation, Cambridge, Mass., manufacturer of safety razor blade sharpeners, has appointed the H. B. Humphrey Company, Boston adver-tising agency, to direct its advertising. Magazines and newspapers are to be used.

#### Joins Walker & Company

W. E. D. Schwartz, recently with the Detroit Times, has joined Walker & Co., outdoor advertising, also of Detroit.

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## 75% Coverage in Des Moines at 14c an agate line

THE DES MOINES CAPITAL—long a profitable, productive medium—gives National Advertisers a 75% Coverage in Des Moines.

At 14c a line there is an appropriation left for the half-dozen papers in other important lowa marketing centers, absolutely vital to the best interest of any National Advertiser seeking the maximum in lowa.

May we submit facts for your consideration?

## The Des Moines Capital

LAFAYETTE YOUNG, Publisher

O'MARA & ORMSBEE, INC., Special Representatives New York Chicago San Francisco Detroit

Set

## The Whole Ball of Wax

#### "LETTER-PACK-IT"

Reg. U. S. Pat. Off.



#### Ends the Nuisance of "Under Separate Cover"

No danger of "sidetracked" catalogs when you mail by the "Letter-Pack-It" method. No loss, confusion, delay or No loss, contusion, delay or misdelivery. Your first class letter and your enclosure reach their destination all in one package. "Letter-Packlt" envelopes and bags have two compartments. One carting was a latter where it com? ries your letter where it can't be overlooked. The other is for 2nd, 3d, or 4th class mail-catalogs, photos, blue-prints, newspapers, magazines or samples of merchandise. Easilyinserted in a typewriter. Only one address to write. Only one address to write. Inexpensive, practical, efficient. Envelopes are made in six standard sizes and imprinted to your order. Bags in two standard sizes. Send us sample mailing of your literature. We will return it promptly in proper size and promptly in proper size and style of "Letter-Pack-It," with prices on quantities

Letter - Pack - It System 1260 Holden Ave.

Detroit Mich.

Established 1914

### How the Slogan Clearing House Serves Advertisers

WESTERN UNION TELEGRAM LOS ANGELES, CALIF.

Editor of PRINTERS' INE:
Is slogan available "The Builders' Department Store" for builders' supplies? Wire collect.

C. M. MINIER.

TOM JONES PARRY SEATTLE, WASH.

JONES PARRY
SEATTLE, WASH.

Editor of PRINTERS' INK:
Have you any record showing the use
of the slogan "The Taste Tells"—if so
by whom is it used?
Your prompt attention will be greatly

Your prompt and Your Prompt appreciated by us.

Tom Jones Paray
C. S. Van Voris.

SEARCH through the PRINT-A SEARCH through House of Leaving House of advertised phrases does not reveal the slogan "The Builders' Department Store." So far as our records show, this phrase is not being used.

"The Taste Tells," the slogan queried by Mr. Van Voris, is being used by the Cudahy Packing Company, of Chicago. The slogan is pany, of Chicago. employed to advertise Puritan ham.

The Spark-Lin-Ale Company, Martins Ferry, Ohio, has featured "The Taste Tells the Tale" to advertise its line of soft drinks. We have informed our subscriber that these two slogans are being used, and the fact that we are able to do this will prevent unintentional duplication.

Recently, 100 additional slogans, listed below, were added to our records and now 4,343 advertising phrases are listed alphabetically according to their phraseology in the Clearing House.

There is no charge either for the registration or investigation services.—[Ed. PRINTERS' INK.

America's Leading Replacement Ring. American Hammered Piston Ring Co.,

Baltimore, Md.

Baltimore, Md.
American Gentleman Shoes Designed
for the American Man. Hamilton Brown
Shoe Ca., St. Louis. Mo.
Antiseptic Deodorant Powder, The.
Amolin Company, New York.
Asbetos Brake Lining, The. Thermoid
Rubber Company, Trenton, N. J.
At the First Sneese—Vicks VapoRub.
Vick Chemical Co., Greensboro, N. C.

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### Remarkable!

In a city with 4 morning and 7 evening editions, and 4 Sunday papers,—circulations running to over 500,000 copies—a paper with 39,000 daily circulation has for many years been among the first three in volume of Classified Advertising. Last year.

## The Boston Evening Transcript

carried 2,741,156 lines in this department; a total of unquestionably productive advertising which indicates a faithful reading clientele, turning consistently to this paper for the fulfillment of everyday needs and the development of living-habits which advertising affords. National advertisers admit that this fact upsets many big circulation theories.

Represented by

Charles H. Eddy Company R. J. Bidwell Co.
New York, Chicago, Boston Los Angeles, San Francisco



YOU who establish consumer contact through advertising, use illustrations to create and sustain a definite impression. This impression is vital, because it is the force that either does or does not create the buying impulse. Therefore it is wisdom and economy to strengthen your sales message with compelling pictorial punch.

In the Jahn & Ollier organization, from the creative department through the engraving plant, every effort is expended to make advertising-illustration a synonym for better results. That is the secret of the master touch anoticeable in our art work, photographs, and printing plates. It is also the reason why many national advertisers repeatedly specify Jahn & Ollier.

May we help you increase the selling force of your advertising-illustrations? An experienced J & O service man will call at your request—any time, anywhere.

### JAHN & OLLIER ENGRAVING CO.

Illustrations-Ideas-Photographs
Printing Plates for Black or Colors
Telephone MONROE 7080

817 W. Washington Blvd.

CHICAGO, ILL.

M

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## What Place is This?



It is the field in which THE FAMILY HERALD AND WEEKLY STAR—"Canada's National Farm Journal" has CONCENTRATED CIRCULATION.

### It is the Whole of Canada in Fact!

There are 9,366 Post Office centres in Canada (excluding Quebec where the rural population is largely French) and THE FAMILY HERALD AND WEEKLY STAR reaches 8,462 of them.

## 90% Coverage

### Post Offices from Atlantic to Pacific

## Family Herald and Weekly Star.

Canada's National Farm Journal

Montreal

Established 1870

Canada

BRANCH OFFICES

London, Eng.

New York Chicago DAN A. CARROLL J. E. LUTZ M. W. MCGILLIVRAY J. MCSHERRY Representative Representative

Teronto Representative 390 Bay Street

Winnipeg M. A. JAMIESON Representative Representative 356 Main Street 17 Cockspur St. S. W. L.

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Better Way of Living, A. (Electric Refrigeration) The Society for Elec-trical Development, New York. Bottles of Every Description. Illinois

trical Development, New York.
Bottles of Every Description. Illinois
Glass Co., Alton, Ill.
Build to Endure. Certain-teed Products Corp., St. Louis, Mo.
Built for Speed and Profit on the
Road Job. Hug Co., Highland, Ill.
Buying a Cheap Show Case to Save
Moncy Is Like Stopping the Clock to
Save Time. Detroit Show Case Company,
Detroit Mich. Detroit, Mich. Choice of the Masters. (Organs)
George Kilgen & Son, Inc., St. Louis,

Mo. Clean, Convenient Fuel, The. Sterno Caporation, New York. Comfort Show of Tomorrow, The. McLaughlin-Sweet, Inc., Auburn, Mc. Comparison Proves Its Superiority. Hallock & Watson Radio Corp., Port-

land, Oreg.

Cream of the Town, The. George K.

Brown Company, Inc., Chattanooga,

oh Silks, of Character and Schwarzenbach, Huber & Co., Darbrook Quality. S New York.

New York.

Defies the Elements. Flint Paint and
Varnish Limited, Toronto, Ont., Canada.

Dual Duly. Timken Roller Bearing
Co., Canton., Ohio.

Easy to Uss. (Listerine Tooth Paste)

Lambert Pharmacal Company, St. Louis,

Mo. Feeds That Never Vary. Larrowe Milling Company, Detroit, Mich. Flavor for Every Purpose, A. Fritzsche Brothers, Inc., New York. Favorite Shells Satisfy Good Shooters. Federal Cartridge Corp., Minneapolis,

Florsheims, of Course! Florsheim Shoe

Constraint, of Course! Florancism Since Co., Chicago. For Gifts That Last Consult Your Isweler, National Jewelers' Publicity As-sociation, Newark, N. J. For Goodness Sake Buy Admiration Coffee, Duncan Coffee Company, Hous-

Tex. For Goodness Sake Eat Regan Bread. Regan Bread Company, Minneapolis, Minn.

Minn.

For Those Friendly Notes. White & Wyckoff Mig. Co., Holyoke, Mass.

From Those Letters You Over. White & Wyckoff Mig. Co., Holyoke, Mass.

From Design to Distribution. Tudor Press, Inc., Boston, Mass.

Gabriel—and Only Gabriel—Is a Saubber. The Gabriel Snubber Mfg. Co., Cleveland, Ohio.

Give Red Bands Your Hard Jobs.

Howell Electric Motors Company, Howell, Mich.

ell, Mich.

ell, Mich.

Givez Cressin and Butter Flavor. Pet
Milk Co., St. Louis, Mo.

Guard Your Month. Dental Hi-Gene

Products, Inc., Cleveland, Ohio.

Health in Every Jar. (Blue Ribbon
Mayonnaise) Richard Hellmann, Inc.,
Long Island City, N. Y.

Lec Cressin for Health. National As
sociation of Ice Cream Mfrs., Harris
bure. Pa.

sociation of Ice Cream alife, Datter, Pa.
If It's Done with Heat Fox Can Do
It Better with Gas. American Gas Association, New York.
If Weber Makes Is—A Fish Takes It.
Frost Fishing Tackle Co. and Weber

### A Man Is Known by the Company He Keeps

What about the Advertiser? Surely his copy will pull far better when it appears in only the best of company. For that reason a golden harvest awaits those advertisers who make intelligent use of the extraordinary confidence readers of

## The York, Pa. Gazette and Daily

have in the printed word as it appears in the columns of this newspaper.

(Covers the whole field completely and intensively)

Howland and Howland National Representatives

> NEW YORK 393 Seventh Ave.

CHICAGO 360 North Michigan Avenue

PHILADELPHIA Ledger Building



Ten National Business leaders entrust us with the production of their important house organs. They find tangible dollar values in our highly specialized house organ service.

Helpful copies of our House Organ production will be sent on your request

ARROW PRESS, INC.

## pportunity WANTED

O DEMONSTRATE O sales possibilities of Toilet Goods, Men's and Women's Wearing Apparel, Jewelry, Luggage, etc., in the ONLY amusement weekly with A. B. C. rating.

Reaches ALL classes of professional entertainers, also owners, producers and managers with live telegraphic news of the show world. For information,

1560 Broadway, New York City

Chicago Cincinnati

Lifelike Fly Co., Stevens Point, Wis.

It Takes So Little for Boery Household Use. (White King Soap) Spohn &
Thamer, Denver, Col.

It's the Best. Reid Ice Cream Conpany, Brooklyn, N. Y.

Just Form and Fry.

J. W. Beardsley's Soas, Newark, N. J.

Just Rub Is On.

Greensboro, N. C.

Just Rub On.—Inhale the Vaport.

Vick Chemical Co., Greensboro, N. C.

King of Shine—For Surface Fine. The.

Fred F. Horst Co., Bellingham, Wash.

Lambert Radio Involves You to Rest.

Leon Lambert Radio Company, Wichita.

Kans. Kans.

Larro-The Safe Ration for Dairy ows. Larrowe Milling Company, Detroit, Mich.

Cous. Larrowe Milling Company, Detroit, Mich.

Liquids or Solids They Keep Hos or Cold. (Vacuum Bottle) Cannon Oiler Company, Keithsburg, Ill.

Long Life Lies. Atlantic Drier & Varnish Company, Philadelphia, Pa.

Love for Travel Comfort, The. The Rauchbach-Goldsmith Co., Newark, N. J.

Love for Travel Comfort, The. The Rauchbach-Goldsmith Co., Newark, N. J.

Machine for Every Purpose, A. Remington Typewriter Company, New York.

Machine for Every Purpose, A. Remington Typewriter Company, New York.

Mades O Good That It Floats. The Rub-No-More Co., Fort Wayne, Ind.

Made-to-Measure Fit in Ready-to-West Shoes. W. B. Con Co., Rochester, N. Y.

Makes Wrising Easier. White & Wyckoff Mig. Co., Holyoke, Mass.

Miles of Smiles. American Motors Corporation of N. J., Plainfield, N. J.

Milk at Its Bas. Pet Milk Co., St.

Louis, Mo.

More Than a Bumper, Cincinnati Ball

Crark Company Cincinnati

More Them a Bumper. Cincinnati Ball Crank Company, Cincinnati, Ohio. Most Profitable of All Accessories, The. American Chain Company, Inc., New

York.

Nover Let a Cold Get a Start. Vick Chemical Co., Greensboro, N. C. Never Too Hot. CLICK and It's Off— Never Too Cool, CLICK and It's Off— Never Too Cool, CLICK and It's On. Westinghouse Electric & Manufacturing Co., Mansfield, Ohio. New-Day Car for New-Day Needs, A. Paige-Detroit Motor Car Company, De-troit. Mich.

troit, Mich.

No Jewett Has Ever Worn Out. Jewett Refrigerator Company, Buffalo. N. Y.
No Matter How Diluted, It is Never Shimmed Milk. Pet Milk Co., St. Louis. Mo.

Not One American Car Lasts as Long as Reo-Not One. Reo Motor Car Co.,

Lansing, Mich.

Low Over 21 Million Jars Used
Yearly, Vick Chemical Co., Greensboro, Yearly. N. C.

N. C.
One Cigarette Sold the World Over.
The. (Melachrino Cigarettes) American
Tobacco Company, New York.
Paige-He Master of the Highway.
Paige-Detroit Motor Car Company, Detroit, Mich.
Perfect Gum, The. Wm. Wrigley, Jr.,
Company, Chicago.
Practical Roadbuilder's Own Designs,
A. Hug Company, Highland, Ill.
Purifies and Basutifies. Polar Le
Laboratory, Kanass City, Mo. Laboratory, Kansas City, Mo.

Wis. Houseohn & Com-

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## Dayton's

Second Annual

## Radio Show

Sept. 30th, Oct. 1st and 2nd.

Sponsored by

## The Dayton Daily News

and

The Dayton Radio Dealers Association

g

### **Exhibitors Space**

can be arranged for by applying direct to

### The Dayton Daily News

"Dayton's Dominative Newspaper"

9

Communicate with

### I. A. Klein

New York

Chicago

for advertising space in the Special Tabloid Radio Show Section to be published, Sunday, Sept. 26th.

## COPIES



Reproducing perfectly in hundred thousands the one perfect copy of the artist is a difficult object seldom attained.

To see how nearly we can come to it is a pleasant task.

May we show you some of the results?

#### OFFSET GRAVURE CORPORATION

"More than offset, more than gravure."

110 Seventh Avenue Long Island City, New York

Astoria 7101



Vork City

03 Worth Street

Quality Made Certain—Satisfaction Guaranteed. Certain-teed Products Corp., St. Louis, Mo. Radio in America's Finest Homes, The.

Freed-Eiseman Radio Corp., Brooklyn,

N. Y. Range with a Reputation, The. Majestic Range, St. Louis, Mo. Refreshing as Fresh Fruit. Beech-Nut Products, Inc., Canajoharie, N. Y. Roadbuilder's Own Designs, A. Hug Co., Highland, Ill. Safe for the Little Folks Too. The Nec-Syn Co., Minneapolis, Minn. Silp into a Bradley and Out-of-Doors. Bradley Knitting Company, Delavan, Wis.

Smooth as Velvet. Will Not Stretch. Teaner) Wm. Schield Mfg. Co., St. (Cleaner)

Louis, Mo.

Louis, Mo.
Softens the Beard at the Base. Colgate & Company, New York.
Spin-Rinse, Spin-Dry. (Washer) Savage Arms Corp., Utica, N. Y.
Stage Line Wear in Passenger Carlives.
Samson Tire & Rubber Corp.,

Tives. Samson Tire & Rubber Corp., Los Angeles, Calif. Standard of the World. American Blower Company, Detroit, Mich. Standard Rather Tham a Brand. A. Arco Company, Cleveland, Obio. Swer Is Strong. (Lye) Wm. Schield Mig. Co., St. Louis, Mo. Swer Is Strong. (Lye) Wm. Schield Mig. Co., St. Louis, Mo. Swift as the Swallow-Relief. The Neo-Syn Co., Minneapolis, Minn. Take All the Hardness Out of Water. The Permutit Company, New York. Take It Easy. The Neo-Syn Co., Minneapolis, Minn. Take Two—Poin's Through. The Neo-Syn Co., Minneapolis, Minn. Toothsome Paste, The. Red Gum Products Co., Sam Francisco, Calif. Trunks May Come and Trunks May

Trunks May Come and Trunks May Go-But Everwear Goes on Forever, The Rauchbach-Goldsmith Co., Newark,

The Rauchbach-Goldsmith Co., Newars, N. J.

Try Me, Then Buy Me. Polar lee Laboratory, Kansas City, Mo.

Twinkies, Healthful, Sturdy, Neat, Built for Wear on Busy Feet. Hamilton Brown Shoe Co., St. Louis, Mo.

Varnish Invulnerable, The. The Morgan Company, Peoria, III.

Varnish Rights—Exmolite. Thibaut & Walker Co., Long Island City, N. Y.

Wire Rope with the Service Record, The. A. Leschen & Sons Rope Co., St. Louis, Mo.

With an Engine You'll Never Wear Out. (Willys-Knight Six) Willys-Overland, Inc., Toledo, Ohio.

Woman Who Uses It—Knows, The.

(E-Z Polish) Martin and Martin, Chicago.

World's Greatest Motor Necessity. Staynew Filter Corporation, Rochester,

N. Y. World's Largest Producer of Automatic Oil Burners. Williams Oil-O.Matic Heating Corp., Bloomington, Ill. World's Largest Service Station, The. 555. Tire and Service Co., Inc., Little

Rock, Ark. Yours for Growing San Neosho Nurseries, Neosho, Mo. Satisfaction.

Edward W. Brydone-Jack has been appointed Pacific Coast representative, with headquarters at Los Angeles, of Travel, New York.

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The successful businesses we serve in Central New England find it an advantage to have our complete agency facilities distant from them only by a matter of minutes.

If you are a manufacturing concern in this great industrial area, it might pay you to learn why these clients of ours are so satisfied.

### THE MANTERNACH COMPANY

Advertising

The Manternach Building . 55 Allyn Street HARTFORD, CONNECTICUT

## Population 70,000 Trading Centre for 150,000

Brockton, Massachusetts. The Great Shoe City. Brockton shoes 18,000,000 people. Paper established 1880. Forty-Sixth Year.

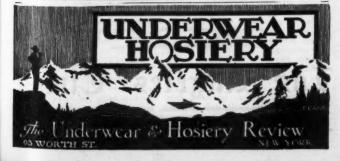
## Brockton Daily Enterprise

Printing 23,000 Daily

Less than 2100 lines 8½ cents a line; 2100 lines or more 7½ cents a line. Effective September 1, 1926

Afternoon Paper, Sells for 2 cents
Averages nearly 2 pages of want advertisements





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### THE SOUTHERN CALIFORNIA MARKET

# Different in Cosmopolitanism

That Southern California has drawn its inhabitants from every state and country on earth is common knowledge. Since these people have pulled up stakes and won success in a new land, it follows that they possess high average intelligence and broad interests. While still retaining an interest in the old home town, they have meanwhile seen new sights, accustomed themselves to a new life and acquired new tastes. People of this kind demand all the news of the world, full reports from market centers, broad interpretative editorials, varied and well-presented features. Only one kind of newspaper can do the job right—a morning newspaper. The first outstanding fact about Southern California is that it is a morning newspaper field, and the second outstanding fact is that in this field the Los Angeles Times is the overshadowing sales-medium.

Los Angeles has three morning newspapers and three evening newspapers. During the first 6 months of 1926, the morning newspapers printed 64% more advertising than the evening newspapers. The Los Angeles Times during this period printed 539,014 more lines than both other morning papers combined, and 110,138 more lines than both largest evening newspapers combined.

## Los Angeles Times

Eastern Representative: Williams, Lawrence & Cresmer Co., 300 N. Michigan Blvd., Chicago—285 Madison Ave., New York

### Be Original When You Adopt a Trade-Mark

The Original Mark Has Many Decided Advantages

Washington Bureau WHEN the many advantages of PRINTERS' INK of the original trade-mark are considered, it is astonishing that so few are filed for registra-Almost invariably, when a manufacturer finds it necessary to adopt a new mark, he selects one that is familiar and conventional. Then, unless he is particularly fortunate, he has more or less trouble in securing registration, and later finds that his difficulty in protecting his property right is about in proportion to the extent that his mark is used by others in different lines of business.

There is no question that an original mark is better in every way than those which are widely used. Also, it can be protected with little trouble and no expense, as a rule. Original marks are among the best known and most widely advertised. Kodak, Uneeda, Coca-Cola, Pebeco, Listerine, and Walk-Over are typical examples.

According to the officials of the Trade-Mark Division of the Patent Office, when a mark is both original and suggestive it is an ideal trade-mark.

The advantages of the original mark are first apparent when it is registered. Recently, an applicant complained that he had gone to the expense and trouble of adopting four different trademarks before he found one that was registrable. In the first three cases successful opposition arose, and when the marks were looked up they were found to be in a class with "Star," "Premier," "Clover," and the like.

Whenever a great amount of publicity is given to an event like the opening of a tomb of an ancient Egyptian king, the spectacular rise of a football star, or the popularity of some organization like the Boy Scouts, there is a deluge of applications for registration of marks

which attempt to take advantage of the impression made by the publicity on the public mind. Trade-mark practice and history plainly show that this tendency is a mistake ninety-nine times out of a hundred. The fashion or popular mark loses in interest and value because of its multiplicity in various lines. Invariably, original mark of the best sort is more attractive because of its unusualness and novelty. The fashion mark is ephemeral. The original mark, when attached to worthy merchandise, increases continuously in value.

#### THE CASE OF AMOUR PERFUME

After an original mark is registered, its protection, so far as the Patent Office is concerned, is practically assured. This was indicated by a recent decision, in which the First Assistant Commissioner emphasized the value of originality. The case was one of opposition brought by Roger & Gallet against John Wanamaker. In regard to an important phase of the opposition, the decision reads:

"If opposer was the first to adopt and use its mark in its entirety and the first to associate the word Amour with the sale of perfumery, it is believed the applicant should have selected a notation concerning which no pos-sible doubt or confusion could arise. Where marks are purely fanciful and have become widely and favorably known, courts uniformly give to their proprietors a wide protection. . . On the other hand, common or ordinary words or symbols, already associated in the mind of the general public with goods of various classes, including the class under consideration, are given but limited protection."

The attitude of the courts regarding originality in trade-mark-

## Does it eat and feed as well?

Does your house organ feed your business, in return for what good money it eats up? If not, don't condemn the house-organ idea, but look for a man who can make it feed as well as eat. Such a man can render profitable service also in your other sales efforts.

Corneil Ridderhof

Advertising
Times Building
New York

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FURENA BOOSTER!

SIndian Every child A Booster!

Ger the kids, eid and Synny, housting for yen. Every child loves balleons — they bring their parents to your them. See the see that the see the get them. See the see the get them, as I a see the se

WIATTH VALVITATION AND THE LANGE

ing was plainly shown by two recent cases. According to the Federal Reporter, in the case of the Booth Fisheries Company versus Adams & Sons Grocer Company, the Court of Appeals of the District of Columbia held that "one who is not the originator of a particular trade-mark, or the first user of it on goods of the same general class, is not entitled to the exclusive use thereof, but only to such distinctive features as he adds."

In another recent case, the same court held that the user, but no the originator, of the use of the word "Palm" in a trade-mark, is not entitled to such broad rights as would attach if it were the first to use the word, or some representation of a palm tree. This was the case of the Goodall Worsted Company versus Palm Knitting Company, and the Federal Reporter gives the main part of the decision, as follows:

"It is not disputed that the goods of the respective parties are of the same descriptive properties. Appellant sought to register the words 'Palm Beach' as its trademark, and in opposition it filed by a prior user and registrant of the mark 'Palm Island,' accompanied by the representation of a palm tree. Appellant succeeded in convincing the Patent Office that the two marks were not deceptively similar. It thus appears that appellant is not the originator of the use of the word 'Palm' in a trade-mark, and we agree with the Assistant Commissioner that, in view of these circumstances, the opposer in the case at bar is not entitled to any such broad interpretation of its rights in connection with its mark as it would be if it were the first to use the word 'Palm,' or a representation of some part of a palm tree."

Many other cases could be cited to prove the advantages that accrue when originality governs the selection of a trade-mark. There is not the slightest doubt that the fanciful, arbitrary mark, or one that is entirely new in the field and suggestive of the goods or of some appealing feature, is vastly



## THE DAKOTA FARMER

ABERDEEN, S. D.

Guarantees 75,000 Subscribers A.B.C. Net Paid

Established 1881

Advertising Representatives

E. Katz Special Advertising Agency

New York Kansas City Chicago Atlanta Detroit San-Francisco

R. R. Ring, Minneapolis

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## We Want

A Certain Particular Kind of Advertising Agency

## Business Getters

And this is the particular kind: Men who will go after new business with integrity toward that business and not merely with the idea of getting an appropriation out of that business.

Men who will approach a prospect with the idea of finding ways of making more money for that prospect and with the experience to find those ways. Men who have a definite record of improving the businesses with which they have been associated. Men who are accustomed to dealing with large interests and who, therefore, are cautious in their statements, sound in their advices and not given to loose talk.

And finally, men who recognize that in the agency business the business-getter makes his own income and who, therefore, will set their own salary or drawing account within the limit of their own known capacity.

This is a definite type of advertising agency man. If you are of this type, you will know it. If you are not of this type, we will know it.

We have room for three such

men in our present set-up.

We are a Chicago Agency of
ten years' seasoning; of medium size, handling the business of a limited number of
important advertisers.

Our own people are informed of this ad.

Address "D" Box 256, Printers' Ink better than a mark which attempts to take advantage of some temporary popular movement or one which is commonly used in other lines.

In emphasizing this fact the other day, one of the officials of the Trade-Mark Division defined an original mark as one that is unique at the time it is originated and adopted, or one that is of such a nature as to impress the public as being brand new.

#### German Daily Appoints New Jersey Newspapers, Inc.

The Newark New Jersey Freie Zeilung has appointed the New Jersey Newspapers, Inc., publishers' representative, New York, as its national advertising representative.

J. Douglas Gessford, formerly Eastern advertising manager of Charm Magazine and at one time with the Bergen, N. J., Evening Record, is now general manager of the New Jersey Freie Zeitung.

#### Insurance Group Appoints Doremus

The Employer's Group, which includes The Employer's Liability Assurance Corporation, Ltd., The Employer's Fire Insurance Company, and the American Employer's Insurance Company, with headquarters at Boston, has appointed the Boston office of Doremus & Company, advertising agency, to direct its advertising account.

#### Soap Account for Seattle Agency

The Philippine Manufacturing Company, Seattle, Wash, maker of soap and soap products, has appointed the Botsford-Constantine Company, advertising agency of that city, to handle its advertising. Magazines and newspapers will be used.

#### McKim Agency Appoints Montreal Manager

A. R. Cole has been appointed manager of the Montreal office of A. McKim Ltd., advertising agency. He has been manager of the London, England, office and is succeeded by W. T. Brace, for several years with the Montreal office.

Philip O. Deitsch Joins Milwaukee Agency

Philip O. Deitsch has joined the staff of Klau-Van Pietersom-Dunlop-Younggreen, Inc., Milwaukee advertising agency. He formerly was with the National Better Business Bureau in New York. pts mone her

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# Space Buyers ---just a glance, please!

## Portland Oregon

**Evening Field Circulation** 

March 30, 1926-6 Months Average

Oregon Journal 93,557

Second Paper . . . . 57,528

Third Paper . . . . 45,109

(Note the extraordinary lead of the Oregon Journal)

### There must be a reason for such leadership!

It is because the Oregon Journal is the live wire of the evening field; because its policies, news items, editorials, and features, are the public's preference, and, because its immense national and local advertising lineage is the key to the buying problems of the community it serves.

## Oregon Journal

Benjamin & Kentnor Company, Special Representatives 900 Mallers Bldg., Chicago 2 West 45th St., New York 401 Van Nuys Bldg., Loe Angeles 58 Sutter St., San Francisco 1524 Chestnut St., Philadelphia

Sell YOUR COMMODITIES TO THE HOUSEWIFE THROUGH THE ALERT, "PREFERRED" ! PEVENING PAPER of the PACIFIC NORTHWEST • •





## S-U-C-C-E-S-S-E-S

THINK of any outstandingly successful product and in your mind's eye appears a definite picture of a definite package of Today's volume sales are made over the counter; packaged goods are successes! • May we work with you?

### BROOKS BANK NOTE COMPANY

Springfield, Mass.

New York Philadelphia

Boston

Lithographed Folding Boxes Labels Window Displays
Cutouts Commercial Stationery

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#### Labor Will Co-operate to Eliminate Waste

(Continued from page 8) and readjustment. Management is understanding more and more that economies in production can be brought about through the cooperation of labor and the establishment of high standards, rather than through autocratic control and exploitation of labor. Labor is understanding more and more that high wages and tolerable conditions of employment can be brought about through excellency in service, the promotion of efficiency and the elimination of waste. It is becoming more clearly understood that high wages and a high standard of efficiency in industry are co-related and that the industry that is best managed most economically controlled, where workmanship of the highest order under satisfactory conditions maintained, is the industry that can pay the highest wages"—and, as he said earlier, a proper profit. There is in all of President Green's effort nothing that looks toward one side reaping undue advantage, either in ease or profit. He repeats and emphasizes and turns back again repeatedly to the idea of working together for mutual advantage, which he interprets finally as the advantage of America as a good place for everyone. And that is William Green and his way of thinking as president of the American Federation of Labor. No striking upsets or changes over night, but a steady movement toward continuity of effort, understanding, co-operation, increased and enhanced return for all. He believes in more fact finding and uninformed fault finding. And he believes that if men will live squarely they can have faith in each other and that if they have faith in each other they can reason together, get along together, work out their joint problems and achieve a higher, richer joint suc-cess. He isn't a formula man, but he surely is a tenacious man, on the march with an idea.

600

Cities of the United States Can Be Covered With

## WINDOW

Installed Through

#### ONE AGENCY

Saves the National Advertiser Time and Expense, and Relieves Him of the Annoyance of Detail and Correspondence.

ALL DISPLAYS GO IN BEST LOCATIONS available in retail drug, grocery, hardware, confectionery, cigar and automobile supply stores.

LIST OF CITIES, Satisfied Clients and Other Information on Request.

WINDOW DISPLAY INSTALLATION BUREAU, INC.

Headquarters: 22-23 Pickering Bldg., Cincinnati, Ohio



-- the art of reproducing designs, words and numbers

on metal - printed, lithographed, etched, embossed, engraved, stamped, cast, or enameled in a variety of colors and finishes.

Metal Print Craft has been developed by Grammes in the effort of elevating the standards of quality in Name and Number Plates, Display Stands, Advertising Signs and Specialties, etc.

"The Story of Metal Print Craft" is interestingly told between the covere of an attractive booklet. Tell us where to send your copy.



New York City 25 West 43rd. St.



Philadelphia City Contro Mili

### Publicity Representative

Wanted-A leading public utility organization requires the services of a newspaper man of wide experience, who knows Wall Street, as publicity representative. Ability to analyze financial reports and dig out news articles of merit essential. Applicant must be between 30 and 40 years old, well educated, of pleasing address, and resourceful. References as to ability and character are required. Don't apply unless you meet these requirements. Address, giving age, experience, religion, and salary.-"Colonial," Box 255. Printers' Ink.

## Mail Circulation Manager Wanted

National magazine reaching dry goods and department stores-

-Seeks man able to sell circulation by mail.

-Fine future for the right man. Give all essential details in first letter.

Address "A," Box 252, Printers' Ink.

#### Advanced by Westinghouse Union Battery

C. H. Smith, vice-president of the Westinghouse Union Battery Company, Swissvale, Pa., has been advanced to the position of president. He will con-tinue as general manager of the com-

tinue as general manager of the com-pany.

J. L. Rupp, who had been sales man-ager, has become vice-president of engineering and J. Ross Duggan, export manager, has been appointed vice-president of sales.

G. B. Cushing, assistant sales man-ager, succeeds Mr. Rupp as sales man-ager. D. W. Souser has been appointed assistant to the president.

#### Form New Advertising Business at Boston

Roger Wolcott, Charles A. Holcomb and L. E. Gardner have formed an advertising business at Boston, under the name of Wolcott and Holcomb, Inc. Mr. Wolcott, formerly of Brenninger and Wolcott, Inc., Boston, is president. Mr. Holcomb, formerly with Frank Seaman, Inc., and more recently with the Smith-Endicott Company, Boston, is vice-president and Mr. Gardner is treasurer.

#### Evander Company, New Advertising Service

A new advertising service, known as The Evander Company, has been organized at New York under the direction of Mortimer Heineman.

Mr. Heineman, until recently, was with The Experimenter Publishing Company, of that city, as assistant advertising manager.

#### Newspaper Campaign for Peanut Butter

Newspapers in cities of several Eastern States will be used in a cam-paign to start in September for the Mosemann Company, Lancaster, Pa., manufacturer of peanut butter. The Cosmopolitan Advertising Agency, Read-ing, will direct this advertising.

#### New Campaign for Canadian Shoe Polish

The Lightnin' Polish Company, To-ronto, will conduct a new campaign on its Lightnin' shoe polishes. This will be directed by the Toronto office of McConnell and Ferguson, advertising

#### With McGraw-Hill Catalog

Willard Andrews has joined the staff of the McGraw-Hill Catalog and Di-rectory Company, Inc., New York. He had been associated with George Bat-ten Company, Inc., for the last eight years.

Do you know there are more homes in San Francisco's "Mission" district than there are in Portland, Oregon?

Here is a market rich, compact, responsive and thoroughly blanketed by one newspaper!



A Scripps-Howard News—in San Francisco, the "Mission district" and The Daily News are synonymous.

Depend on The Daily News to put your product in the Mission district!

## The News

Covers the Mission Like a Blanket!

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## PRINTERS' INK

A YOURNAL FOR ADVERTISERS Pounded 1888 by George P. Rossell

PRINTERS' INK PUBLISHING CO., INC.
OFFICE: 185 MADISON AVENUE, NEW YORK
CITY. TELEPHONE: ASHLAND 6500. President
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R. W. LAWRENCE. Treasurer, DAVID MARCUS.
Sales Manager DOUGLAS TAYLOR

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NEW YORK, SEPTEMBER 2, 1926

The Agency's A formal complaint made public Responsilast week by the Federal Trade bility for Fraudulent Commission, re-Advertising ported in detail in this issue of

PRINTERS' INK, brings up for discussion important and fundamental questions. How far is the agent responsible for the claims his client makes in print? How far should he go in refusing to write and place copy which makes improbable or actually fraudulent claims?

In the specific complaint of the Commission, the charges that a clothing salesman posed for "before and after" picture within the course of a few minutes and that the difference in his appear-

ance was due not to the course advertised but to tricks of photography-and the other chargeswill probably be discussed fully at the hearing. Until then it is impossible to pass judgment upon them or to place the blame squarely where it belongs, if the charges are true. But it often happens that an advertiser with a good product, with sound talking points, urges his agent to make claims which are untrue or incapable of proof. It has often happened that one agent will refuse to lend his organization to such deception of the public, only to discover soon after that another agent, less scrupulous in his methods, has taken the account and done exactly what the advertiser demanded.

The general question is covered in Section II of the Constitution of the American Association of Advertising Agencies, which in speaking of the Objects of the Association says:

"To promote good advertising, thereby serving the public and protecting the interests of the advertisers, publishers and owners of advertising media and to safeguard the rights of the members of this association."

The association has also gone on record in forbidding "the preparation or handling of any advertising of an untruthful, indecent or objectionable character."

The agent who suggests to a client a copy angle which he knows to be false, or helps to promote the sale of a product which he knows to be harmful, is certainly not playing fair with the business from which he makes his living.

There was a day when some agents were content to carry out an advertiser's orders, no matter if that advertiser were a man selling a fake tuberculosis cure or one deceiving the public by wilfully fraudulent claims in his copy. As the advertising business developed, the old careless days and methods were outgrown. The advertising agent came into the position of confidential guide and adviser. code of ethics was developed,

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which today places the whole industry on a high plane. This spirit of truth must go forward, not slip back. There is today a spirit of inquiry on the public's part, a tendency to re-examine old policies in the light of their real service for the benefit of the community.

The legal profession is now coming under this scrutiny. It has been argued by many a lawyer that his first and paramount duty is to his client—that the lawyer must use every trick and device of his art to save his client even though he is known to be guilty. This assertion is now being challenged by a more progressive group which claims logically that every citizen's first duty is to the community, that it was never intended that an ethical lawyer should use the tricks and technicalities of law to defeat the ends of justice.

In a similar spirit, no ethical agency would use the power of illustration and the art of convincing copy to promote the sale of a product which it felt to be against the best interests of the community. Faking of testimonials, the making of fraudulent claims, the use of misleading illustrations, is a reversion to the dark ages of advertising and contrary to the whole spirit of modern, ethical, advertising agency practice.

Light for Professor The financial statements of most industrial

enigmatic. They are foolishly and unjustly so, in our opinion. In fact, they are so meagre and so hard to understand that it is not to be wondered at in the least that an article on this subject by Professor William Z. Ripley in the September issue of The Atlantic Monthly obtained immediate national discussion.

We are in complete agreement with the general statement made by Professor Ripley that present financial statements of industrial concerns befuddle rather than inform. We are not, however, in agreement with his suggestion that the way out is through Government investigation and supervision. He would put into the hands of the Federal Trade Commission the job of seeing that industry gave out complete and adequate financial statements. Government in business with both feet!

There is, we believe, a more feasible and a far less costly way to remedy the situation. The way out was set forth in the leading article in PRINTERS' INK of May 20 written by Albert E. Haase, associate editor. This article, representing more than a year's study and work with bankers, manufacturers, investment advisers, and accountants, was, as its sub-head said: "A plea for uniform financial statements from which industry can set up standards on merchandising production and financial management." It was a plea to enlightened selfish interest.

Business is not a philanthropic institution. It exists to make profits. If it is to make new efforts and to do things which it has not hitherto done or desired to do, then it must be shown that the new thing desired of it will result in more profits.

The PRINTERS' INK article again and again made the point that the only way by which industry can create and obtain trustworthy figures by which to judge the ability of its sales division, its production division or its financial department, is through the issuance of intelligent and fairly uniform financial statements.

In holding up to public gaze the fact that financial statements are meagre in information-giving value and at times misleading, Professor Ripley has done a public service. In suggesting that the Government wrap industry in more red tape in order to correct the condition he describes, he has presented a remedy that might conceivably lead to greater ills than those which are now faced through industry's unwillingness to give understandable and honest financial statements. Threats of Government intervention are not the way The way is through education to the fact that there is a quid pro quo in this matter for industry.

A New A short time ago, more than 3,000 Influence producers of wool for market Advertising enthusiastically endorsed the proposed plan of woolen goods manufacturers to raise a large sum to advertise the uses and advantages of wool. The growers of peas in a certain section of the East, who this year suffered a great loss as the price of peas dropped from \$3 a bushel to thirty cents, when they failed to move from the wholesale houses into consumption, are now dis-cussing the plan of assessing each grower a definite amount based upon his production and co-operating with canners of peas to advertise this vegetable.

The new president of the American Federation of Labor, William Green, has told PRINTERS' INK of labor's new interest in the better merchandising of the products upon which labor expends its productive effort. The influence of labor is gradually being brought to bear upon the people who market the final product.

A few short years ago, the men who started the process did not look nearly so far into the future of the thing they worked on. There was a tendency to think of the production of the primary article as being a separate and dis-The co-operasociated action. tive marketing and advertising of associations of producers of fruit, milk, walnuts, raisins and other products of the farm, finally opened the eyes of those other producers who do not follow through to the final market. Labor discovered that better wages and surer continuity of employment were offered in those industries which had adopted modern methods of marketing and advertising; farmers found out that those crops for which a demand had been increased through advertising, offered steady markets for the producers.

The voice of these unseen and hitherto inarticulate sufferers from inefficiency in marketing methods is just beginning to be heard. It is an excellent sign. Producers of goods which have been poorly marketed have suffered severely and in silence for a great many years. This new influence in advertising should result in a large number of new advertisers in fields which, up to now, have muddled along without its helpful aid.

Don't Just
Claim It
one essential in advertising. Quality has become so easy to claim, the word itself is so common in usage, that it has ceased to create any definite picture in the reader's mind. When set down on paper it is merely a seven-letter word, signifying nothing at all unless backed by sustaining evidence.

At a time like the present, when quality products are being purchased by thousands of people who would never have considered themselves eligible a few years ago, makers of such merchandise must do more than merely claim quality, they must sell the idea.

There are many effective ways of accomplishing this result. Featuring in the company advertising skilled craftsmen at their work, well-selected testimonials, dramatic demonstrations, showing the product in quality surroundings; these and other methods have been used by makers of real quality products to carry over the idea to the public. Without putting themselves in the class of mere claimers, these manufacturers have created the impression of quality much more effectively.

The claim of quality without some sort of evidence or atmosphere to back it up reminds one of the band player who strikes the cymbals as he walks down the street alone—making a loud noise but without the necessary harmony to make his unrelated sound mean anything.

Selling the idea of quality in the advertising is almost as essential as maintaining the quality of the product itself.

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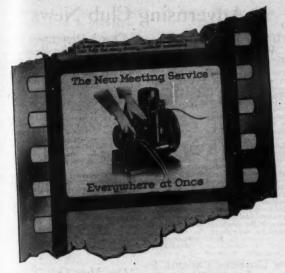
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## Let Them See It

Lighted pictures of the right kind will put your ideas across in a big way, to all your dealers and branches alike. Everyone can see what you are talking about. Nothing obscures the view.

Ten years of special experience in preparing picture material for training purposes has highly developed the skill of this organization in producing lighted pictures of high quality and exceptional effectiveness.

Every picture we have ever produced has helped accomplish the buyer's purpose.

## Jam Handy Picture Service

Newspapers' Film Corp'n
217 West Illinois Street, Chicago

Still and Motion Pictures-Animated Drawings-Screens-Slides

New York Representative, 51 East 42d St., MURray Hill 2296 Los Angeles Representative, 827 West 53rd, St., VERmont 6431 Dayton Representative, 787 Reibold Building, GARfield 338

## Advertising Club News

#### If You Were to Search Woodbridge's Pockets

DICTAPHONE SALES CORPORATION
NEW YORK
Editor of PRINTERS' INK:
To tell you when I first because To tell you when I first became acquainted with PRINTERS' INK is impossible. I imagine I have been reading that publication for the past twentyodd years.

There is no publication of that char-There is no publication of that character that has proved a greater source of inspiration and help to me in sales and advertising work. The paper is thoughtfully read by men in our organization and if you were to search the pockets of my suits and overcoats, you would find here and there pages which I frequently tear from Printries? Ink to read as I travel here and there on the transpiration.

INK to read as a travelon the trains.

May I say that I have very much appreciated your interest in the International Advertising Association and your very consistent use of double pages to record the work of advertising organizations throughout the country.

C. K. WOODBRIDGE,

President.

#### New Committee Chairmen for Toledo Club

Charles Von Beseler, president of the Toledo Advertising Club, has appointed the following committee chairmen: Program, Glenn H. Campbell; editor, "TacTics," Thomas H. Downie; publication, Maurice Marenberg; Better Business Bureau. T. H. Sewell; financial. A. H. Billstein; entertainment, William Flint, Jr.; reception, A. J. Spelker; membershin, Bert Pim; church, Dorman E. Richardson, and publicity, Maurice Elgutter.

#### Bridgeport Club Planning Annual Dinner

E. J. Enoch, Jr., has been appointed meral chairman of the committee general chairman general chairman of the committee which is planning arrangements for the annual dinner of the Bridgeport, Con., Advertising Club. A definite date for the event has not been decided upon but it is expected that it will take place either on October 19 or 26 the best of the committee of the club.

The regular program of the club will be resumed with the first meeting of the fall season which is to be held on September 9.

Chicago Council to Meet with Legionnaires

The Advertising Council of the Chicago Association of Commerce will open its fall series of luncheon meetings on September 13 with Carl C. Magee, editor of the Albaquerque New Mesico State Tribusse as the speaker. The meeting will be held jointly with the Chicago Advertising Men's Post of the American Lexion. American Legion.

#### Church Department Plans to Advertise Religion

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The Rev. Dr. Charles Stelzle, preident of the Church Advertising Department of the International Advertising Association, has announced that plans are being made to conduct an advertising campaign on religion. A commission of 100 clergymen of various denominations will prepare the messages for the campaign, which, it is antici-pated, will run from Christmas to

"This campaign will not be merely a 'Go to Church' movement," reports Dr. Stelzle. "Our primary object is to show the country of what religion con-

sists.
"The messages to be prepared by the commission of 100 clergymen will confundamental teachings of commission of 100 clergymen will con-tain the fundamental teachings of Christianity, not only in regard to per-sonal religion but with reference to the attitude of the church toward present-day problems. These messages will be prepared by pastors and preachers who are actually facing the people and their problems in their own churches and problems in their own churches and communities."

#### One More Golf Tournament for New York Club

The fourth and last golf tournament of the New York Advertising Club Golf Association will be held on September 9, at the Quaker Ridge Golf Club, Mamaroneck, N. Y. The first low net prize will be the Presbrey Cup, which is played for annually. The Ralph Trier played for annually. played for annually. The Ralph Trier trophy will also be awarded at this tournament.

Members of the New York club also are to participate in a billiard tourna-ment which is to be held on September 13.

#### Toledo Women's Club Appointments

Committee chairmen have been ap pointed by the Women's Advertising Club of Toledo, as follows: Program, Gypsie Locking; bulletin, Sara Morris Earle; publicity, Harriet Goodsit; membership, Hazel Rabbitt; social, Grace First; convention, Marian Powelli membership, Hazel Rabbitt; social, Grace Frye; convention, Marion Powell; attendance, Gertrude Banks; financial, Margaret Milne; and Better Business Bureau, Julia C. Coburn.

#### Providence Club to Advertise · Community Chest Campaign

The Town Criers of Rhode Island, Providence advertising club, has accepted the responsibility of planning and directing the advertising of a community chest fund which is being sponsored by representatives of the city's various interests.

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#### Des Moines Club Sends Folder of Suggestions to Speakers

A speaker receives and accepts an invitation from an advertising club to address its members. He is confident that he has a message for them, but, as he may not be fully acquainted with the club and its purposes, he is not certain just what procedure to follow. That this is the situation in which many speakers find themselves is the belief of the Des Moines Advertising Club and, accordingly, it has taken steps to dispel any feeling of strangeness. The plan is one which should recommend itself to the consideration of other clubs which desire to make the speaker clubs which desire to make the speaker feel at home when he arrives as the

feel at nome when he arrives as the club's quest. The Des Moines club succeeds in ac-complishing this by sending to every speaker a small four-page folder. After a brief history of the club, the folder advances one fact in which all speakers are interested, namely, the number of people that they may expect in their audience. It describes the business ac-tivities of the members. A suggestion of what will insure a successful reception for a speaker's remarks is given in

the following:
"Our club is really a study forum and the members expect to derive from each meeting some worthwhile informa-tion which they can carry back to their businesses.

"Speakers will find the Des Moines club a group of eager listeners, ready to absorb interesting information which is the result of the experience of the speakers."

The suggestion is made that extem-poraneous addresses take better than those read from manuscript. Informa-tion regarding the time allotted for ad-dresses and other facts which will be

dresses and other facts which will be helpful in the advance preparation of speeches also is given.

While the club duly emphasizes its mission as an important factor in the business life of its members, it does not wish to convey the impression that there is a cold, unsociable atmosphere and, for instance, if the speaker likes golf, he is invited to bring along his golf clubs as some congenial member usually is to be found with whom a came may be arfound with whom a game may be arranged.

#### St. Louis Club to Reward Membership Activities

The Advertising Club of St. will award five loving cups to individual members this year, for noteworthy work in advertising and in the organization work of the club.

The cups will be given for these accomplishments: The most noteworthy contribution to the welfare of the personnel of the club; best contribution to the general stability of the organization: most conspicuous contribution to the advancement of advertising; best contribu-tion to the parent organization, The In-ternational Advertising Association, and the best meritorious achievement toward civic advancement.

#### St. Louis Bureau Adds Tire Dealer Group

For the purpose of eliminating the detrimental influences caused by undetrimental influences caused by un-scrupulous members of their trade, sixty-two tire dealers have got together as a group and joined the St. Louis Bet-ter Business Bureau. This makes the thirtieth trade group which has become affiliated with the Bureau. The facilities of the Bureau will be descreted to conversation with the result

devoted to co-operating with the retail tire interests in eliminating misrepre-sentation and fraud from the advertising of tires and allied products and to discountenance the use of so-called clever schemes to foist products upon the public. A committee of tire dealers is working with representatives of the Bureau in the development of advertis-

ing and selling standards.

These standards will require that all These standards will require that all tires not strictly first-class are to be designated by the one term "seconds," which will include all tires from which the manufacturer's serial number has been effaced, indicative that the tire so defaced has not passed the rigid inspection of the factory which produced

Jesse G. Johnston, president of the Associated Tire Dealers of St. Louis and A. G. Jennings, secretary, have been the principal factors in the organi-zation of the tire trade group of which Mr. Johnston has been elected director.

#### F. H. Hathaway to Be Manager of Providence Bureau

Fioriman H. Hathaway, assistant manager of the Better Business Bureau, of Providence, R. I., will fill the vacancy caused by the resignation of Flint Grinnell, who, as previously reported, is to become manager of the newly organized Chicago Better Business Bureau. This change will become effective September 15. Floriman H. Hathaway, assistant man-

#### Death of T. H. Wickwire

Theodore H. Wickwire, for fifty-four years a member of the firm of Wickwire Brothers, Cortland, N. Y., died at the age of seventy-five at Buffalo, N. Y., on August 29. In 1907 he organized the Wickwire Steel Company, of Buffalo, which, later, through a merger, became the Wickwire Spencer Steel Company. Mr. Wickwire was chairman of the board of directors at the time of his death.

#### W. F. Peters, Sales Director, General Body Company

W. F. Peters, for the last ten years with The White Company, has become sales director of the General Body Con-pany, Defiance, Ohio.

Joins Remington Agency Robert B. Warman has joined the copy staff of the E. P. Remington Advertising Agency, Inc., Buffalo, N. Y.

## The Little Schoolmaster's Classroom

THE Schoolmaster recently ran across an excellent example of the importance of merchandising an idea along with a business. He was talking with a retail lumber dealer on the subject of the numerous fruit, vegetable, soft drink, and ice-cream stands which are cropping up along every main highroad today. The lumber lumber dealer explained that many of these are failing or not making money. As a consequence, when a young man came into the lumber yard a short time ago to get credit for enough lumber to build a stand, he was automatically refused credit on the performance of other "pop stands."

"But my stand will be differ-ent," replied the young man. "I have an idea." And he proceeded to explain to the lumber dealer just how it would be different. In the end the credit was granted on the young man's energy and moral character, but principally on his idea. In due course of time the stand was built and operating. At first it seemed like every other road stand, and only an occasional motor-car stopped to buy. Soon, however, a strange looking cagelike building appeared alongside of the stand, in which shortly appeared three comical live monkeys -the kind that scratch, look wise, make faces and do all sorts of 'monkey business."

In a short time, tourists from miles around were stopping at the road stand to buy packages of peanuts and to feed the monkeys, watch them play, and drink a soft drink while they waited to see what would be the next antic.

The reputation of this road stand rapidly grew, and it has be-come known far and wide as "The Monkey House." Parents will tell you that it is impossible to get their children past this fascinating spot. If they go for a drive in the evening the youngsters plead with them to go to "The Monkey House."

The stand has proved a great success, and has paid the lumber bill many times over, while similar stands along the same road are closing down from want of business.

SAM'S

Successes are built upon the unusual ideas which are high in advertising value, such as this now famous road stand. It is not hard to see what an appeal to the childish imagination, the very title of "The Monkey House" makes. This, by the way, is the name chosen by the children themselves, and the proprietor has since taken down his own name from above the stand, and adopted the one which his tiny patrons have given it. Today "The Monkey House" is a valuable trade name contributing to his success, which no amount of forced or unnatural publicity could gain for him.

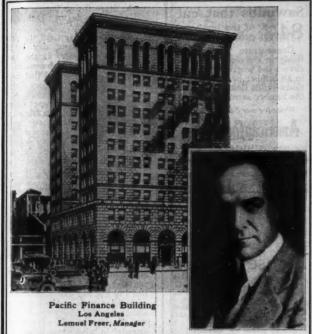
A manufacturer remarked the other day that although he had long been a believer in national advertising, he had never been completely sold on it until a recent test showed him that in at least one case the public was sixteen times more responsive to an advertised article than to a non-advertised one.

This manufacturer has been a national advertiser for several years, and though his volume of business has grown from year to year, he had always attributed the increase to several different factors, of which advertising was only

Then came an opportunity to make a test which would give him the "low-down" on the good-will which he knew in a vague way he had built up, but of whose dimensions he was uncertain.

In a small city having just one daily newspaper he had two customers. Both were department stores, Store A having the advantage of Store B in prestige, age, and size. Store A had always insisted on selling his product with-

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## He Selected All Materials

Mr. Freer says: "I made the selection of materials and equipment for our new building and also was responsible for the general layout and the details of construction, finish and general mechanical equipment. My experience in building management includes the construction and operation of 21 buildings. Naturally my experience in managing buildings has been very valuable in assisting me to plan and select materials which best enable the economic operation of a building after it is constructed, and which enable the building to produce the proper returns on the investment."

Mr. Freer is a typical example of the importance of the building manager in new construction. You can sell these men thru their business paper, BUILDINGS AND BUILDING MANAGEMENT.



PORTER-LANGTRY CO., Publishers

1. B. C. 139 NORTH CLARK ST., CHICAGO Monday A. R.

Sep

## Sawmills that cut 4% of the lumber produced in U.S.

Concentrate your advertising in the one paper that covers the worth-while mills in all lumber producing sections—mills that cut 84% of the lumber sawn in the U.S.

Write for our 84% circular.

Est. 1873 CHICAGO A.B.C.



## House (

We are producers of some of the oldest and most successful house-organs in the country. Edded and printed in lots of 250 to 25,000, at 5 to 15 cents per name per month. Write for a copy of The WILLIAM FEATHER MAGAZINE.

We produce The Medalist

The William Feather Company 507 Caxton Building : Cleveland, Ohio

## **Experienced Editor Available**

Well-known journalist (age 38), at west-known journalist (age 38), at present associate editor of weekly journal, desires connection in New York en trade, class, or popular periodical; 15 years' experience; a fluent, versatile writer, with constructive ability, above average. Address "G," Box 259, Printers' Ink.

## MAILING LIST

Covering U. S. and foreign countries any classification, any part of the world. Can furnish any list wanted. Ask for price list detailing over 4000 lists. A. F. WILLIAMS, Mgr., List Dept. 188 West Adams St., Chicago Established 1880

out using his name or his trademark. Store B then bought a stock and agreed to feature both name and trade-mark.

Both stores advertised the same article on the same day in the same size of space, at the same price. To the astonishment of all concerned, it was found that Store B had outsold the other by sixteen to one.

To see whether these figures would be repeated, he then arranged for a similar test in a distant city not so well covered by the national mediums which the manufacturer used. Here the store which featured the name and trade-mark outsold the other by

six to one. "I wouldn't have believed it." acknowledged the manufacturer. "Heretofore I've kind of taken my advertising for granted, thinking it was pulling its weight but no more. I've even been grudging at times about the money it was costing me. I've kept my appropriation down to a strictly limited percentage. and sometimes I've pruned it because I had an economy scare. But I've had my lesson. Hereafter advertising goes to the top of my alphabet and I don't mind saying that I've let out quite a few notches already in the strap that goes around the bankroll."

The Schoolmaster is somewhat out of patience with the stand which some of the professions have taken in regard to advertising. For instance, he gives considerable of his time as well as contributions of money to the local hospital in his suburban city. A short time ago the Board of Governors suggested that it would be a good thing to place direction signs at the main crossroads for the purpose of guiding people to the hospital. This seemed a logical thing to do, because numerous automobile accidents have been occurring of late, and in several cases cars from distant parts have lost time in getting injured people to the hospital. The Schoolmaster spent considerable time drawing up rather striking direction guide signs for the hospital, only to have the idea tabled, because it was



# The amount of Parcel Post grows daily

VHE increasing volume of merchandise transported via parcel post increases the chances of damage and loss. Despite the best efforts of the postal authorities, accidents happen. North America Parcel Post Insurance will give you needed protection against theft, damage and other perils of transportation. Buy a North America Coupon Book (sold in various convenient amounts) and insure each package as you wrap it. Send the coupon below for full information.

## North America

"The Oldest American Fire and Marine Insurance Company

Insurance Company of North America Sixteenth Street at the Parkway Philadelphia, Pa., Dept. W92

Name

Street ....

City.....State.....

Wants information on Parcel Post Insurance.

#### RADIO MERCHANDISING

{ The Magazine that solds the goods }
The consistent advocate of nationally advertised valuationally advertised valuations and selection of the selection of th

"99% MAILING LISTS"

Stockholders—Investors—Individuals—Business firms for every need, guaranteed—reliable and individually compiled. There is no list we can't furnish anywhere. Catalogue and information on request.

NATIONAL LIST CO. 847-A Broad St., Newark, N. J.

## Relief-at last

A first-rate organization can take over the editing, advertising and printing of a periodical. An experienced staff and complete production facilities are available to busy executives, wishing to be relieved from betherapene details. We are specialists and sape you time and meany. Address P. O. Bex 148, Times Square Station, New York City.



28 West 44th Street, New York, N. Y.



decided that it would be undignified for the hospital to advertise.

In order to be on a paying basis, the hospital must have about 150 patients. Instead of this minimum, it averages around 125 patients, with the result that there is a yearly deficit of \$15,000 to \$20,000 which must be made up through public subscription and private donations. Many people who are sick would be much better off in the hospital than trying to fight disease in their own homes. Also there are many advantages in care, treatment, proper food, and diet derived by a sick individual who goes to the hospital.

A little advertising of the advantages and the location of the hospital and what it has to offer might enable it to maintain the necessary 150 patients which would make the institution pay. New buildings and new equipment are being needed continuously, and this \$20,000 a year might far better be devoted to permanent improvements, such as extension of building, and new operating neces-

It seems rather unfortunate to the Schoolmaster that these old taboos of "undignified" and "unethical" should be allowed to keep such a worthy institution begging humbly for charity and just scraping along with bare operating expenses, when it might be comfortably paying for itself as it went along, and have handsome yearly balances for the purpose of capital expenditures and permanent improvements.

It would seem that "undignified" ought to be discarded as a worn-out fetish, and legitimate modern



TORONTO-92 Adelaide Street West

# August makes new advertising record

The amount of advertising carried in the four August issues of *Printers' Ink* exceeds that of any corresponding four August issues in the history of the publication.

August is also the seventh consecutive month in which Printers' Ink showed an increase in advertising volume over the same month last year.

## PRINTERS' INK

21,061 net paid circulation

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#### ADVERTISING MANAGER AVAILABLE

versatile advertising man seeks association with firm requiring these qualifications:

Eight years' advertising and sales management experience—the ity to plan and carry to completion publication and direct-mail adver-tising—four years' experience in planning and writing every form of direct mail of the prestige, in-formative and direct-order type thoroughly capable of making layouts, buying art work, engravings, . printing—an agency trained man, familiar with marketing, research and merchandising.

Such a man is available to a firm in or near New York. Box 205, 228 West 42nd St., N. Y. C.

### Agency Copywriter and **Business Manager Wanted**

One of the fastest growing creative agencies in the country, lotive agencies in the country, located in Washington, D. C. needs a man who can act as business manager and can turn out copy prolifically. It's a job—not a position. It requires a worker who can contact local clients, keep them sold, serviced and enthused. If his figure is right and his work—direct mail and newspaper specimens, knowledge of retail problems and printing—show up well in specimens, that man will get a quick decision. Write SAMSON SERVICE

### ADVERTISING MANAGER

Southern Bldg., Washington, D. C.

a man who is an artist to his finger-tips; who can make his own layouts and whose copy is always well arranged in appropriate typography—but who works with the sales department in distribution and hard selling problems. He has handled a \$350,000 appropriation after starting with a company from their beginning. Also knows export work from having been on the field abroad. Twenty-eight, single, a college graduate. Address "B," Box 253, Printers' Ink.

merchandising and advertising be called to the aid of such worthy institutions as hospitals.

While out automobiling the other day, the Schoolmaster noticed a small boy winding in and out of the cars stopped at a busy traffic point. In one hand he held the strings of toy balloons while in the other he carried a bunch of those visored, open-top caps known as "Helen Wills" caps. The balloons were not doing much. but the caps, because it was a hot day, were selling well at a quarter apiece.

The popularity of the cap, which is said to have been the invention of the young tennis star, has been one of the surprises of the present summer. At first it was a fad among the select few, but now that it is turned out in thousands. the streets are full of them.

Here and there someone affects to scorn this new headgear. It is only a craze, they say, and besides looks cheap and common. The Schoolmaster does not agree. The cap obviously meets a real need. It is light, it is cool, it shades the eyes, ventilates the hair, and is inexpensive. Our summer suns are intensely hot, and it was inevitable that sooner or later a hot-weather headpiece would prove to be a big seller.

It all goes to show how many fields yet remain to be opened. It is always possible to make something new, sell something new, that will serve a human need and convenience. The Schoolmaster pre-dicts that what is being worn by the newsboy today will be worn by the citizen tomorrow. Some clever manufacturer will take up the "Helen Wills" cap, refine it and improve it, give it more substance and a better appearance, and advertise it at a dollar apiece. He will make it easily obtainable, and he will probably make a fortune.

## "GIBBONS knows CANADA"

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## Classified Advertisements

Classified advertisements in "Printers' Ink" cost sixty-five cents a line for each insertion. No order accepted for less than three dollars and twenty-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Saturday

#### RUSINESS OPPORTUNITIES

### Printers'-Bookbinders' Outfitters Modern Cut-Cost Equipment Also Rebuilt Machinery

Conner Fendler Branch, A New York City A. T. F. Co.



Editor or Advertising Man Wanted as active partner in 7 year old weekly without competition in New York— \$10,000 half interest—worth investigat-ing. Box 970, Printers' Ink.

Opportunity for Live Advertising Salesman. Half interest will be given man capable of developing a trade pub-lication of unusual potential possibilities. Established three years. Requires only small amount of business to put it over the top. Man selected must be able to finance himself for short time until paper is on paying basis. Box 958, P. I.

I WANT TO INVEST IN AN AGENCY in one established and recognized, but lacking the man power and money for expansion. To it I can bring additional capital, and a definite record of successfully handling national accounts. My own record covers over 10 years of large agency experience and will bear the closest scrutiny. Address Box 960, care of Printers' Ink.

#### OPPORTUNITY

A wonderful opportunity to purchase a well equipped Printing Business estab-lished fifteen years and catering to the better class of work. Located in a manufacturing city, one hour's ride from either Niagara Falls or Buffalo. Plant either Niagara Falls or Buffalo. Plant consists of two cylindera, five jobbers, Intertype, Cleveland Folder, Oswego Cutter, Boston Stitcher, Latham Perforator, Punch, Miller Bench Saw, Type Stands, Stones. Individual Motors on each machine. A good steady business with large surrounding territory to increase same. Plant clean, and will stand thorough inspection. For price, terms, etc., address Box 953, Printers' Ink.

#### HELP WANTED

#### MALE STENOGRAPHER

A fair salary to start. A fine opportunity to make fast progress. Responsibility will be handed out as quickly as possible. Box 980, Printers' Ink.

One of the Best Calendar Houses in the country want a Creative artist for calendar borders, fans, greetings. This is a good opening for a man of ability. Answer Box 966, Printers' Ink.

Jewelry concern requires young man experienced with trade paper work and general advertising, address, state ex-perience and references. Untermeyer, Robbins Co., 136 W. 52nd St., N. Y. C.

PHOTO-ENGRAVING SALESMAN A man who knows his business, who has had actual experience in selling photoengraving and art work, can secure a position in a high-class plant in Detroit, Michigan. Box 981, Printers' Ink.

#### COPY WRITER

Woman retail advertising copy writer wanted. Must have original ideas in putting over automatic labor-saving devices for the home that will sell goods. Education, experience, age and salary wanted. Write Box 976, Printers' Ink.

Advertising Newspaper Man to sell Food and Home Economics syndicate arrock and Home Economics syndicate ar-ticles to publishers, and space to national food advertiaers. Big advertiaing and circulation builder backed by prominent food authority, laboratory, etc. Liberal profit-sharing arrangement. Quick action. Box 979, Printers' Ink.

Opportunity for College Man young, ambitious man who wants to learn advertising and who has some ability at statistical work wanted by a New York organization. Moderate salary to start but opportunity for advancement. Fermer experience desirable but not necessary. Box 950, Printers' Ink.

#### ADVERTISING MANAGER FOR DEPARTMENT STORE

Must be thoroughly experienced and capable of taking complete charge of Advertising Department.

Write in strictest confidence, giving

write in strictest confidence, giving full particulars about yourself and record and salary desired. Address Mr. Morris Rosenbaum, of Rosenbaum Brothers, Cumberland, Md.

## Production Man

who knows type, printing, engraving-and who can get things done without asking too many questions. The agency is about 4 hours from New York City. State salary. Ad-dress Box 975, Printers' Ink.

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Sales Department-Young man to assist in office of sales department of large manufacturing company. Offering possi-bilities of rapid advancement. State age, education, previous employers, period with each and in what capacity. Apply by mail only to Mr. Fox, 10th floor, Pershing Square Building, New York.

Subscription Manager Wanted High class man who can develop his own plans for securing trade journal subscriptions in a relatively limited subscriptions in a relatively limited field; using direct mail, canvassers, etc. A.B.C. class of circulation A.B.C. class of circulation desired.
Publisher located in Ohio. Address in confidence with experience, salary, etc. Address Box 964, care of Printers' Ink.

#### SALESMEN WANTED

30% for advertising salesmen, selling to retailers one of the best series of human interest advertising ever produced. A wonderful side line. State your present line and territory covered in first letter. Address CHARLES E. MORGAN, HUMAN INTEREST ADVERTISING, 2404 West Seventh Street, Los Angeles, California. California.

#### ADVERTISING MANAGER

An unusual opportunity is open in the organization of a publisher of high grade class magazines for a young man about 30 years of age, as advertising manager. 30 years of age, as advertising manager. He must have executive and selling ability. To the right man we will pay a worth while salary to start with a steady increase as ability to fill the position is demonstrated. Give full particulars of past experience and connections. Box 969, Printers' Ink.

Advertising Copy Writer

By business paper publisher; preferably man with experience in preparation of technical, mechanical or engineering copy; better than average starting salary and excellent future; give in detail such data as an employer would desire in considering your availability otherwise application will not be considered; if major qualifications are satisfactory interview will be arranged; application will be considered confidential; our present staff has been advised of this ad. Box 963, Printers' Ink, Chicago office.

#### WANTED

#### ADVERTISING SERVICE EXECUTIVE

By high-class, well-established advertis-ing service corporation. This position offers an excellent opportunity for growth with a young, rapidly developing organi-zation in the Middle West. The man we desire is twenty-five to

the man we desire is twenty-need to thirty-five years of age; college man with agency experience preferred; energetic, industrious, versatile, and able to pro-duce a good volume of clever, punchy,

attention-compelling copy.
Kindly submit full details of personality, experience and present earnings, with samples of work.

Applications treated with strict confidence and no investigation made although no investigation made without per-

SALES MANAGER for old, well-estab SALES MANAGER for old, well-established manufacturer selling through grocery channels. Must be young and aggressive, preferably single and willing to start on reasonable salary and bonus. Excellent opportunity for right man. Write, giving age, experience and salary expected. Sales Manager, P. O. Box 1592, Philadelphia, Pa.

Retail Advertising Manager Man experienced in retail work is required for the executive advertising posidured for in executive advertising posi-tion in an important men's and women's appared store. Give full details of your experience and enclose samples of your work. Address Mr. M. H. Goodman, General Manager, The Hub, Baltimore.

#### MISCELLANEOUS

ADVERTISING ART FASHION, LETTERING DECORATIONS, LAYOUTS Wisconsin 6744-5 KOPMAN & LUNDBERG 47 W. 34th St.

PLEASING YOUNG WOMAN ADVERTISING ARTIST

Westchester opportunity desiring Westchester opportunity (free lancing) is offered part North light bright office and little cash in return for very light office duties, bits of copy typing. Will give, if capable, most our regular sketching, paying usual rates. New small select concern.

Westchester Advertising Service Burgan.

60 Courtside Bldg., White Plains, N. Y.

#### POSITIONS WANTED

Artist and Layout Man with keen visualization ability. Twelve years' visualization ability. Twelve years' agency experience, five years Art Director. Works in all mediums. Address Box 982, Printers' Ink.

UNIVERSITY MAN, advertising, sales, merchandising experience, particularly food products, wishes to connect with agency trade paper or national adver-tiser. Box 951, Printers' Ink.

Young Woman with college training, journalistic, magazine, and bookselling experience, now employed as advertising copy writer, desires position with greater opportunity. Box 936, Printers' Ink.

Production (Creative) Man for direct Market analysis; sales mail campaigns. plans exp. in dealer contact work. Copy and layout. Intimate working knowledge of advertising mechanics. Box 959, P. l.

Mailing and Multigraph Expert Thoroughly familiar and competent to handle a direct-mail dept. in the mail-ing, addressing and multigraph equiping, addressing and multigraph equipments, desires connection. Box 965, P. L.

## **COPY WRITER**

with ten years' experience on food accounts, booklet preparation and technical editing, fully informed on lists and publication mediums. Will prepare special articles and research materials for agency use. Box 961, P. I., Chicago.

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Research librarian available. Exp. organizer of business information depts. and libraries. Makes industrial and markst surveys. Sales research and manuals. Public utility exp. Box 954, P. I. Chicago.

PART TIME. Young man available. Knows layouts, copy and research. Writes booklets, folders or other direct Can handle advertismail literature. ing for small manufacturer or retailer. Box 949. Printers' Ink.

LE STYLE, C'EST DE L'HOMME Editorial writer, a conservatively liberal thinker, who can bring power and distinction to your columns, seeks new connection. Address Box 955, Printers' Ink, Chicago.

Advertising Solicitor-man over 40, who is now teaching Advertising Typography and Cost-Estimating to Printers, wishes to devote about four hours daily in selling advertising. Knows writing and pre-paration of copy and making of typo-graphic layouts. Box 962, P. I.

#### CIRCULATION MANAGER

Have had 15 years' experience in magazine work, both in the advertising and distribution fields. Last 7 years have been devoted exclusively to magazine distribution, with one firm, through the newstands. Available after Sept. 7. Best references. What have you to offer? Box 971, Printers' Ink.

ADVERTISING MAN would like to get in touch with manufacturer needing an Advertising Manager who can produce as well as create. Unusual experience on Dealer Helps and Window displays. Thoroughly acquainted with the handling of appropriations and the details of office manufacturer of Nationally advertised product. Age 35. Married. Box 973, P. L.

#### WHERE IS THE PUBLISHER

who wants an EDITOR having the zest of youth, but the sanity of experience?

I am twenty-six, for eight years a New York daily reporter and editor and now employed. I have covered every-thing from sports to funerals and from crime to publicity for department stores.

#### WHAT HAVE YOU?

Address Box 968, care of Printers' Ink.

Circulation Manager

Available October 1st. Six year's experience; manager group National general and trade maga-zines of large circulation. Age, 33. Salary, \$7,800.00. Box 977, Printers' Ink.

YOUNG MAN (29)—Publishing, Advertising (10 years): Compilation, Advertising, Subscription Departments; Trade Directories, Textiles. Best references. Employed. Box 978, Printers' Ink.

AVAILABLE—Man who knows and can do sales promotion work. High rating as house organ editor and writer of letters and bulletins to salesman. Experienced in copy writing, typography, layout, art, engraving. Intelligent buyer of printing. Good executive ability and judgment. Just completed ninth year with atreet car advertising organization. Address Box 967, Printers' Ink.

#### WORK of DISTINCTION

Wanted with a firm specializing in clothing and food products of particular interest to won

#### EXPERIENCE

Graduate of Home Economics, Counselor to Newspaper Adv. Accounts, Home Econom-ics, Journalism, Demonstrator and Lec-turer, Dept. Store Service. Box 972, P. I.

#### PUBLIC UTILITY

copy writer and contact man with 4 years' actual experience in gas and electric properties desires a permanent connection with a utility or agency. Future advancement more attractive than present position and salary. Christian, unmarried, 24 years old and living in New York. Address Box 957, P. 1.

#### SITUATION WANTED

by young woman, 26, with experience as assistant purchasing manager, manager of correspondence school and personal secretary to head of advertising agency. Available promptly. Box 974, care of Printers' Ink.

## Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of nine copies each. Figure six binders for a year's copies. Each issue, as received, can be securely fastened in the binder by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with book cloth; lettered in gold.

Printers' Ink Publishing Co., Inc. New York 185 Madison Ave.

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# "What do you know about Clothes?"

"I've worn them all my life," was all we could answer five years ago.

Yet in the meantime we have produced and sustained through those five years, one of the two outstanding campaigns on men's clothing—the advertising of Society Brand.

Probably at the present moment we know very little about your business. But we do know advertising.



The JOHN H. DUNHAM Company

Advertising

TRIBUNE TOWER

CHICAGO



AR-FLUNG trade lines and scattered outlets are poor things to depend on now. It is a far better plan to sell where the selling is good and to concentrate where returns are commensurate with effort. One-fifth of the buying power of the United States lies in Zone 7. If you are not getting at least one-fifth of your total sales volume from these five states you need to go over your plan of distribution and selling.

With the need of eliminating waste in all business operations in order to increase selling margins of the selling margins without increasing price a limited, select territory with a healthy, responsive buying power is a highly desirable sales goal. Zone 7 on practically all figures of production, distribution or resources has one-fifth the national total. Within reasonable limits one may say definitely that on any selected line Zone 7 should produce one-fifth of the national sales volume.

With one-fifth of the resources and buying power of the country in Zone 7 you should get one-fifth of your volume here. But if you figure national advertising as a per cent of national sales then figure Zone 7 advertising as a per cent of Zone 7 sales. If one-fifth of your business comes from the Chicago territory then one-fifth of your advertising should be put to work here.

Advertise in sufficient volume to dominate and concentrate in the medium that covers the ground most thoroughly. In each of the five states of Zone 7. The Chicago Tribune is a powerful sales factor. 76.5% of the dealers within a radius of 390 miles of Chicago, when questioned, claimed advertising in The Tribune helped them in sales. 72.6% of the Jobbers, asked the same question, testified that Tribune advertising stimulated sales in their trade. In the 1,161 towns in the Chicago territory over 65% of the families read The Tribune. With one single newspaper you can reach one-fifth of the buying power of the nation.

Let a Tribune salesman bring you the facts of this remarkable market.

## Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER